

### Retail Industry (Amazon)

Amazon utilizes CRM extensively to personalize user experience and optimize sales. When you log in to your Amazon account, you'll notice personalized recommendations based on your past purchases and browsing history. They also send targeted emails with product recommendations and special offers, leveraging CRM data to tailor these communications. Additionally, Amazon's customer service representatives have access to comprehensive customer profiles, allowing them to provide efficient and personalized support.

### Hospitality Industry (Marriott International)

Marriott International employs CRM to enhance guest satisfaction and loyalty. Their loyalty program, Marriott Bonvoy, collects data on guests' preferences, stay history, and feedback. Using this data, Marriott can offer personalized promotions, room upgrades, and experiences tailored to individual guests. Furthermore, Marriott's CRM system helps them anticipate guest needs, providing seamless check-in experiences and personalized recommendations during stays. This fosters customer loyalty and increases repeat bookings.