PROJECT- CUSTOMER RELATIONSHIP MANAGEMENT

THE PURPOSE – Customer relationship management (CRM) is the **combination of practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle**. The goal is to improve customer service relationships and assist in customer retention and drive sales growth..

OVERVIEW-

1) INCLUDES THE STRUCTURE OF PROJECTS

2) DESCRIBE THE FORMATION OF PROJECTS .

DETAIL OF THE PROJECT:

THESE ARE THE FOLLOWING WHICH ARE NOT TO BE INCLUDED











