

## MANAGEMENT CRM



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CRM or Customer Relationship Management is a strategy for managing an organisation's relationships and interactions with customers and potential customers. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability.

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### **What is CRM customer relationship management**

CRM (customer relationship management) Components of CRM. At the most basic level, CRM software consolidates customer information Types of CRM technology. The four main vendors of CRM systems are Salesforce , Microsoft , CRM examples in practice. Contact center. Traditionally, data intake

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CRM solutions streamline processes and increase profitability in your sales, marketing, and service divisions. A strong CRM solution is a multifaceted platform where everything crucial to developing, improving, and retaining your customer relationships is stored.

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### **Customer relationship management Wikipedia**

CRM systems include: Data warehouse technology, used to aggregate transaction information, Opportunity management which helps the company to manage unpredictable growth and demand, CRM systems that track and measure marketing campaigns over multiple networks, Some CRM software is

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