

CRITICAL ANALYSIS ON CUSTOMER RELATIONSHIP MANAGEMENT



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Customer Relationship Management Market CRM Industry

The global Customer Relationship Management (CRM) market size was valued at USD 23.14 billion in 2015. and business-critical applications of customer relations are anticipated to boost the adoption rate in the coming years. regional & country levels and provides an analysis of the industry trends in each of the sub-segments from 2014 to

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A Review Benefits and Critical Factors of Customer

A Review : Benefits and Critical Factors of Customer Relationship Management Vijay Pal Dhaka Analysis Processes and CRM Management Process. This paper included some case studies those enhanced CRM initiatives by applying knowledge for, from or about customers. They identified an orchestrated approach that <http://ebookslibrary.club/download/A-Review-Benefits-and-Critical-Factors-of-Customer---.pdf>

CRITICAL FEATURES OF RELATIONSHIP VALUE AND THEIR EFFECTS

the customer. The most diffused view of value in business to business was based on the concept of utility particular, there are 5 key features of relationship value that recent research has identified as critical for relationship management. They are value as actor specific, context dependent, relative, collective and interactive <http://ebookslibrary.club/download/CRITICAL-FEATURES-OF-RELATIONSHIP-VALUE-AND-THEIR-EFFECTS--.pdf>

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Analysis of Customer Relationship Management Prerna, Asstt. Prof. in Commerce, DAV College, Pehowa ABSTRACT Liberalization, globalization and privatization together have changed the entire Indian marketing operations. Due to the innovation, development in new technologies and changes in the customer expectations there is a major

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Critical Success Factors of Customer Relationship

4.1 Analysis of the external critical factors at BLMC 4.2 Interpretation of the internal critical factors at BLMC 4.3 Interpretation of the business model of BLMC 4.4 Analysis of customer relationship management at BLMC 31 31 43 47 48 5. Conclusion and Discussion 5.1. Key findings 5.2. Limitations 5.3. Future research 5.4. Practical implications 53

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