

WHAT IS CUSTOMER RELATIONSHIP MANAGEMENT



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Customer relationship management Wikipedia

Customer-relationship management (CRM) is an approach to manage a company's interaction with current and potential customers. It uses data analysis about customers' history with a company to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth.

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What is CRM customer relationship management

Customer relationship management (CRM) is a term that refers to practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle, with the goal of improving customer service relationships and assisting in customer retention and driving sales growth.

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What is CRM Customer Relationship Management

Here's what you should take away from this article: Definition of CRM (customer relationship management): How a business manages its relationships The most popular form of CRM: Technology that enables businesses to track CRM is important because it enables a businesses to deepen and

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Customer Relationship Management CRM Investopedia

Customer relationship management (CRM) is a term for the principles, practices and guidelines an organization abides by when dealing with customers.

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What is customer relationship management CRM definition

Definition of customer relationship management (CRM): A management philosophy according to which a company's goals can be best achieved through identification and satisfaction of the customers' stated and unstated needs and wants.

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What is Customer Relationship Management Tenfold

Customer relationship management (CRM) is a concept that refers to the strategies used by an organization to improve business relationships with customers.

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What is a CRM System Customer Relationship Management

What is CRM? Customer Relationship Management. CRM stands for Customer Relationship Management and refers to business systems designed to manage your customer interactions. Most commonly, a CRM system is used by sales people and would feature Sales Force Automation. The aim is to help you develop customer relationships, drive business growth and improve customer loyalty.

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What is Customer Relationship Management CRM Webopedia

Customer relationship management is a business strategy that enables companies to improve in the following areas: Understanding existing customers' needs Obtaining a 360-degree view of customers and prospects

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What is CRM What Does CRM Stand For Microsoft Dynamics

CRM stands for customer relationship management. It's a category of integrated, data-driven solutions that improve how you interact and do business with your customers. CRM systems and applications are designed to manage and maintain customer relationships, track engagements and sales, and deliver actionable data all in one place.

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