

CUSTOMER RELATIONSHIP MANAGEMENT



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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. Tim Ehrens

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What is CRM Customer Relationship Management

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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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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Decreasing customer management costs; Today's CRM Solutions. Many of today's most popular CRM solutions are delivered as cloud-based solutions. Because they have Web-based interfaces, these tools allow sales teams to access customer and lead information from any device in any location at any time of day.

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The Benefits of Customer Relationship Management

CRM is an acronym that stands for customer relationship management. It describes the strategy that a company uses to handle customer interactions. One example of a common CRM strategy is the rewards card program that many supermarkets offer. In this case, the store gives its customers a free card that grants them access to special deals and

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Why Is Customer Relationship Management So Important

Since customer loyalty and revenue are both qualities that affect a company's revenue, CRM is a management strategy that results in increased profits for a business.

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