



CRM AS A TOOL FOR BUSINESS GROWTH

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INTRODUCTION TO CRM

- **Customer Relationship Management (CRM)** manages customer interactions.
- **Focuses** on understanding customer needs and behavior.
- **Integrates** sales, marketing, and customer service.
- **Aims** to build long-term customer relationships.

OBJECTIVES OF CRM

- **Improve customer satisfaction and loyalty.**
- **Increase customer retention.**
- **Enhance marketing and sales efficiency.**
- **Provide better customer service.**

CRM TOOLS AND TYPES

- **Operational CRM** – Automates sales and services.
- **Analytical CRM** – Analyzes customer data.
- **Collaborative CRM** – Improves communication.
- **Examples:** *Salesforce, Zoho CRM, HubSpot.*

CRM AND BUSINESS GROWTH

- Identifies **profitable customers**.
- Improves **customer retention** and **repeat sales**.
- Enables **personalized marketing**.
- Supports **data-driven** *decision making*.

BENEFITS AND CONCLUSION

- *Enhances customer experience.*
- *Increases revenue and efficiency.*
- **Strengthens brand loyalty.**
- **CRM is essential for business growth.**

THANKYOU