Collaborative CRM:

* Improves communication among stakeholders, enabling shared access to customer information
* It fosters a unified approach to customer service, ensuring consistency and strengthening customer relationships

Industry Relevance:

Complete some research into businesses that use CRM systems

What do they use?

Common CRM systems businesses use are:

* Salesforce CRM (used by Spotify)
* Microsoft Dynamics CRM (used by Coca Cola)
* Creatio CRM (used by Hershey’s Ice Cream)
* HubSpot CRM (used by )
* Zoho CRM

How does it help the business?

* Enhanced Customer Engagement – CRMs allow businesses to better understand customer needs, enabling personalized communication and service
* Improved Efficiency – Automation and centralized data reduce manual tasks, streamline operations, and eliminate redundancies

There are 5 key types of data model:

* Conceptual data model – is a structured business view of the data required to maintain business processes, record business events
* Logical data model
* Physical data model
* Hierarchical database model – the model displays the information in a tree-like manner – similar to an organisational structure chart
* Relational model