**Ideation Phase**

In this milestone you are expected to get started with the Ideation process.

**Define The Problem Statement**

In this Activity, you are expected to refer the phase template, prepare it accordingly and submit.

Teams implementing and maintaining a customer relationship management system may run into five main CRM challenges: high cost, too little time, bad data quality, lack of communication, and limited technology and IT capabilities

What is CRM management system?

Customer Relationship Management Definition - Salesforce US ...

What does a CRM system do? A customer relationship management (CRM) solution helps you find new customers, win their business, and keep them happy by organizing customer and prospect information in a way that helps you build stronger relationships with them and grow your business faster.