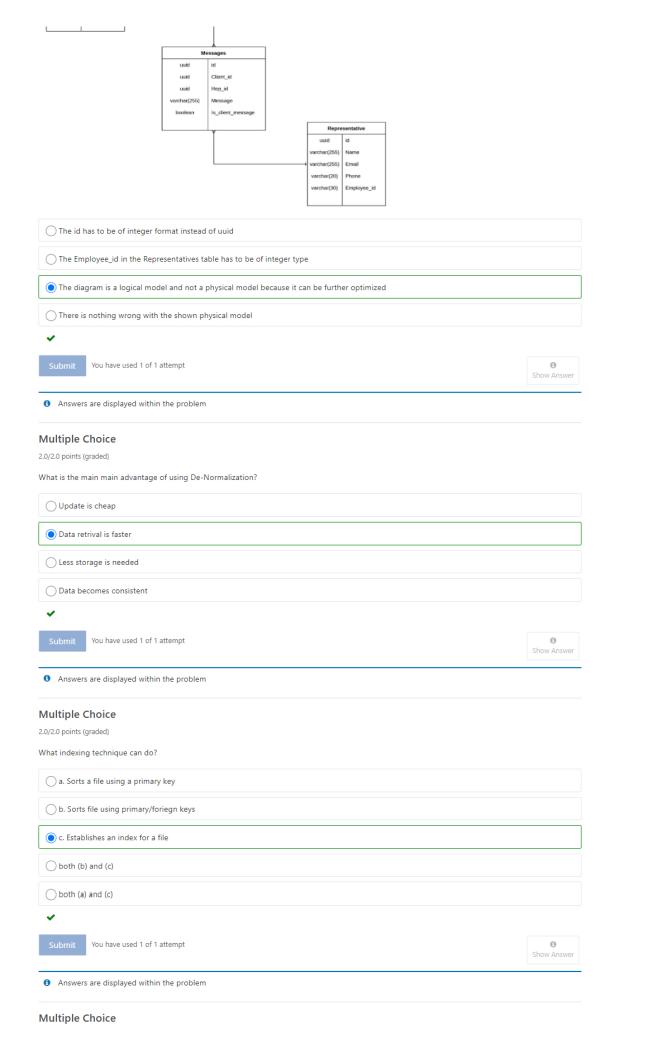
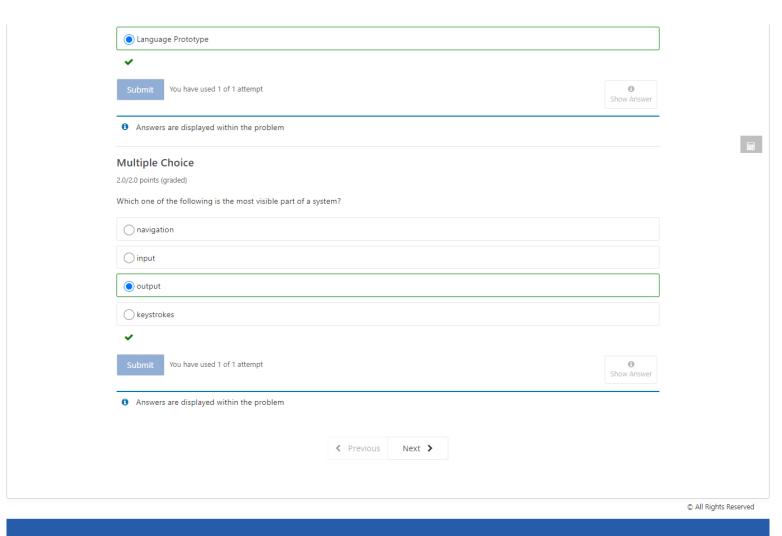


Customer Relationship Management (CRM) software allows B2C businesses to maintain relationships with their customers by providing a platform on which the customer can directly communicate with a business representative or vice versa. The image below shows a small part of the physical model. State what is the mistake in it.









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