Customer Relationship Management (CRM)

Understand expectation of customers & anticipating their needs.

Analytical CRM

Operational CRM

Aim
Extract > Store > Analyze > Output

- Provide a comprehensive, integrated view of a customer in the business in order to understand his profile and needs more fully.

Data loop

Aim
- Manage various channels*/Marketing Campaigns for best implementation of strategies identified by the Analytical CRM.
- **Data loop:** Based on results of Analytical CRM, but also supplies Analytical CRM with data for analysis.

*Channels - *sales force, call centers, voice servers, interactive terminals, mobile phones, internet*

Raw Materials of CRM
- Data

Components of CRM
- Data Warehouse
- Data Mart
- Multidimensional Analysis (online analytical processing)
- Data Mining
- Reporting Tools

Customer Segmentation
Looks at behavior of customers > Develops descriptive profile
- Used for personalized marketing programs and strategies that are appropriate for each group.