**Day 1:**

**Q. Take one practical any business write the different CRM Process steps involved in it.**

CRM (Customer Relationship Management) Process:

**1. Myntra:**

* Generate Brand Awareness.
* Reaching Potential Customer (who interested and capable).
* And then Marketing Team need to search their needs, preferences, income, interest.
* But few people are not affording to much cost, for that we need to apply some conditions, discounts and tags.

**2.Acqisition/Lead Generation:**

* After finding potential customer, we need to introduce what kind of products we have and create interest towards our products.
* For that marketing team need to engaging the customers through the mails, sms, phone calls and signup forms.

**3.Convert Leads into Customers:**

* In this process we need to work on for converting potential customers into actual customers.
* For that we need to show what kind of features we have and also providing Demo videos.

**4.Provide Superior Customer Service:**

* Incase customers are facing some problems/issues, we need to provide 24/7 service support.

**5.Drive Upsells:**

* Every time Existing Customer came and bought same things, so we need to encourage to buy new things also.
* By using CRM Software stores customer details, as well as keeps tracks(calling), reminding through SMS, mails.