**Day 2:**

**Q. Identify different CRMs available in market for different types of CRMs.**

**1.Operational CRM:**

* It is based on customer related business process.
* For improving business operations and storing customer data safely.
* Teams are co-ordinating and sharing information about customers, getting good results.
* Helps to generate leads, convert leads into actual contracts and provide service for as along as contact in the place.

Main Components: Sales, Marketing, Service.

**2.Analytical CRM:**

* Gathering customer data and information across various sources.

Main Components:

Data warehouse (collect & store), Da ta Mining (pattern & trends), Online Analytical Processing (multidimensional analysis).

Purchase, Returning, History, Brand Preferences, Payment Processing.

**3.Collaborative CRM:**

It allows an organization to share customer information with others to gain loyalty and acquire new customers to drive sales.

This type may be used in letting the management team share customer feedback with marketing team to help increase sales and revenue.

Tools for capturing customer information:

1.Analyze customer shopping carts.

2.online customer behaviour analysis (behaviour & preferences).

3.customer surveys (input information).

4.what customers saying in social media (experience & reviews).

5.web forms or signup forms (interest & location).

Example: E-commerce business.