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~~[English]~~

What is CRM? (Customer Relationship
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Level 3: CUSTOMER SUCCESS-Assess
customer requirements-Extend supply
chain to include our customer's customer-
Provide value-added services for select
customers-Manage performance cycles
and levels to address needs of each
customer segment in the extended supply
chain

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relationship patterns, rights and duties,
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Chapter 3

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Customer Relationship Management 1.

Define customer relationship management and collaborative CRM, and identify the primary functions of both processes. 2.

Why is CRM so important to any

organization? 3. Define and provide

examples of cross selling, up selling, and bundling. 5 ...

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Customer relationship management (CRM) is a technology for managing all

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~~Chapter 3~~ your company's relationships and interactions with customers and potential customers. The goal is simple: Improve business relationships to grow your business. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability.

~~What is CRM? - Salesforce.com~~

Relationship marketing theory argues that management of customer relationships depends on the strength of relational ties between a service provider and service receiver, and enables firms to ...

~~(PDF) Customer Relationship Management: Concepts and ...~~

Chapter 3: Customer Relationship Management (CRM ... Customer relationship management (CRM) is a process for improving the overall performance of a business by better

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~~Chapter 3~~ understanding and anticipating the wants and needs of customers.

~~Chapter 3 Customer Relationship Management~~

?CRM refers to Customer Relationship Management. It is a strategy that a business or a company to adopt so as to reduce cost and increase profitability by increasing customers' loyalty and satisfaction, i.e. the knowledge about their customers' needs and wants... etc. By knowing their customers, companies can store customers information so as to for future analysis and manage the customers ...

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