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Comprises all necessary technology and processes to collect, store, and process relevant and timely customer information Characterized by the capability of leveraging data to actionable information Makes customer management processes not only more efficient but also more

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"Decisions are made quickly at companies like this; there is not enough time to analyse situations and determine all of the things that could go wrong" CONCLUSION Low price/high volume Problem-free service Cost leadership competition 3 value strategies are not to be combined In

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Develop the CRM strategy, 2. build the CRM project foundations, 3. specify needs and select partner, 4. implement the project, 5. evaluate the performance Develop a CRM strategy CRM strategy is a high-level plan of action that aligns ppl, processes and technology to achieve customer-related goals.

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Determining and development of CRM strategies involves following steps: Amplify Commitment- Strategic CRM involves almost all the departments of an organization e.g. finance, sales, manufacturing, distribution, marketing etc. Hence it is essential to get support and use their important feedback while determining strategies.

Strategic CRM - Mainitain Long Term Relationship with ...

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Contents1 ABSTRACT2 1.0 INTRODUCTION3 1.1 TOPIC OF THE RESEARCH4 1.2 INTRODUCTION TO RESEARCH5 1.3 AIM OF THE RESEARCH6 1.4 OBJECTIVES OF THE RESEARCH7 1.5 SCOPE OF THE STUDY8 1.6 OUTLINE OF THE SUBSEQUENT CHAPTERS9 Chapter 1; INTODUCTION10 CHAPTER 2; LITERATURE REVIEW11 CHAPTER 3; METHODOLOGY12 CHAPTER 4; CONTEXT13 CHAPTER 5; FINDINGS14 CHAPTER 6; ANALYSIS15 CHAPTER 7; ...

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Gartner predicts the market will grow at over 26 per cent a year for the next four years, and will be

worth \$64.3 billion by 2005. Yet, as we mentioned in Chapter 1, despite the massive investment in CRM, many applications of the technique have failed to live up to its promise.

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