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DEFINITION of 'Customer Relationship Management - CRM' The principles, practices, and guidelines that an organization follows when interacting with its customers.

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Jan 15, 2007 Transcript of "CRM - Customer Relationship Management" Focus on Customer's Pain Points : The Financial Times ,

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and also vary by type of industry. 4) Customer retention is a strong Customer relationship management: leads to improved customer

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The quality and reliability of its vehicles are the gold standard of the industry. Customer Improved Customer Service. Customer Relationship Management

What is crm (customer relationship management)? - definition

Customer relationship management (CRM) is a term that refers to practices, strategies and technologies that companies use to manage and analyze customer interactions

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for from the suppliers and taking the supplier-relationship management to the the automotive industry, Customer-Supplier Relationships

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for Improved Customer Relationship Management automotive industry. To properly determine the accuracy of any cost/profit report, the management team

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Customer relationship management, or CRM, is a strategy that is recognized broadly and implemented widely to both manage and increase the quality of a company's

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