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Management: It's All About
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Management. A good CRM (customer relationship management) program that helps company in satisfying the customer, the research study would explore different methods and techniques for establishing effective CRM to satisfy the customers.

Effect of Customer Relationship Management on Customer ...

And they did that through the use of CRM (Customer Relationship Management). CRM refers to both: A type of software (such as Maximizer) that helps businesses manage leads, deals, and clients, and craft targeted marketing campaigns. The specific strategies via which a business engages and retains its existing customers.

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Maintain dependable flexibility – avoid rigid procedures, customer's needs change over time. Remain creative, flexible and place no limits to find solutions. Advocate on your customer's behalf (customer advocacy) – always speak well of your customer. Sort any differences on 1 on 1.

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Secrets of Good Customer
Relationship Management
Secrets of Customer Relationship
Management by James G. Barnes,
2001, McGraw-Hill edition, in
English

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management (2001 edition ...
Secrets of Customer Relationship
Management: It's All about How
You Make Them Feel. "Many
marketing people still pursue
interactive sales solely for their
immediate cash return rather
than the contribution they can
also make to brand values -
hence 'loyalty' programmes which
have nothing to do with real
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“Customer Relationship Management is a comprehensive strategy and process of acquiring, retaining and partnering with selective customers to create superior value for the company and the customer.” (Parvatiyar and Sheth 2000: p. 6) CRM, A New Paradigm in Marketing?

Customer Relationship Management
Secrets of Customer Relationship Management explores the emotional side of a customer's

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attachment to a specific company; your company, for example; and discusses how companies of all sizes can develop and strengthen that attachment using techniques similar to the time-honored strategies of the corner grocer.

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