

Customer Relationship Management Chapter 3

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

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|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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