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# Customer Relationship Management (CRM)

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# Customer Relationship Management (CRM)

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- **Defining CRM**
- **Managing customer life cycle**
- **CRM architecture**
- **CRM infrastructure**
- **Challenges in implementing CRM**

# CRM

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**It is an integrated marketing, sales, and service strategy that depends on coordinated actions.**

**It provides a clear business framework for managing customer relationships**

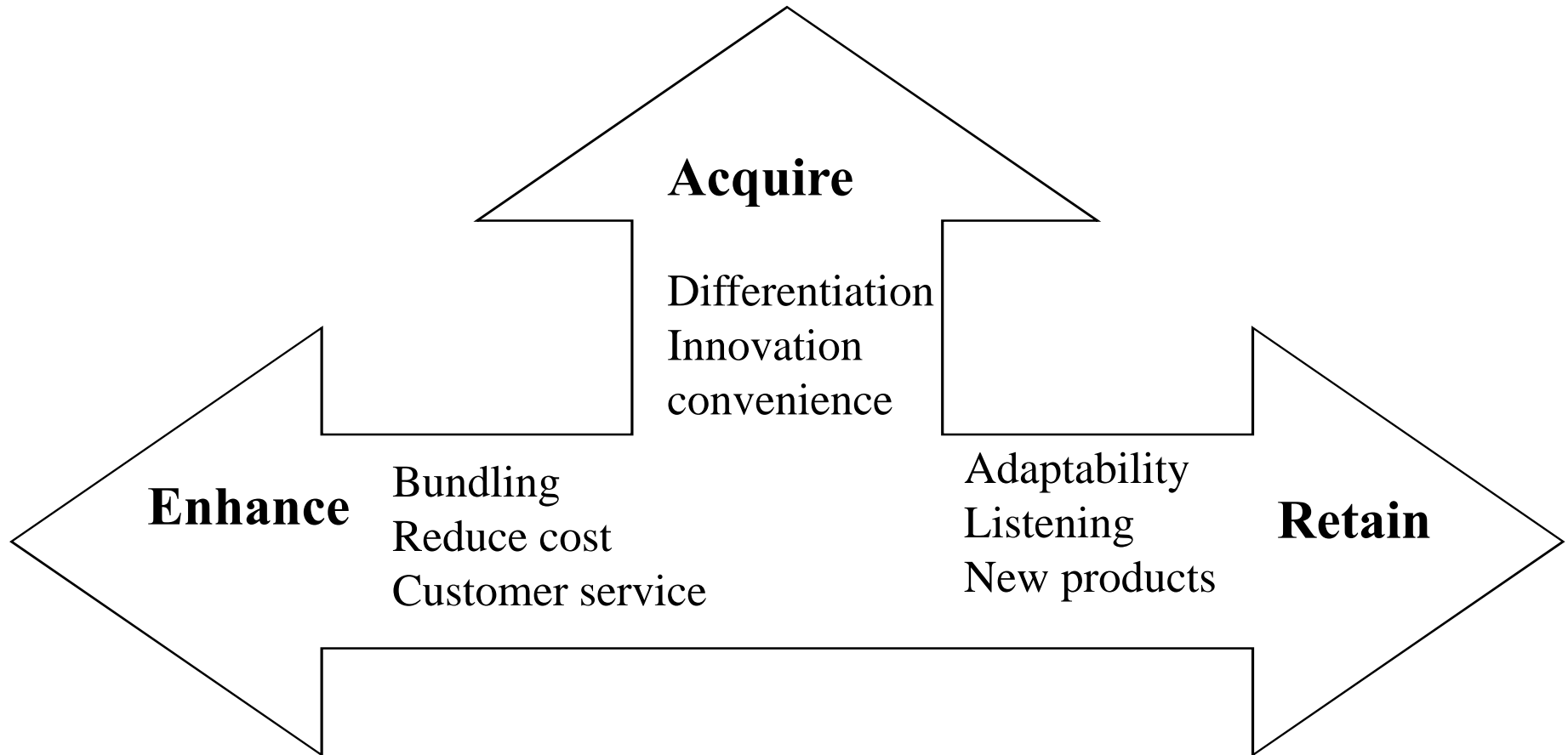
# Goals of CRM Framework

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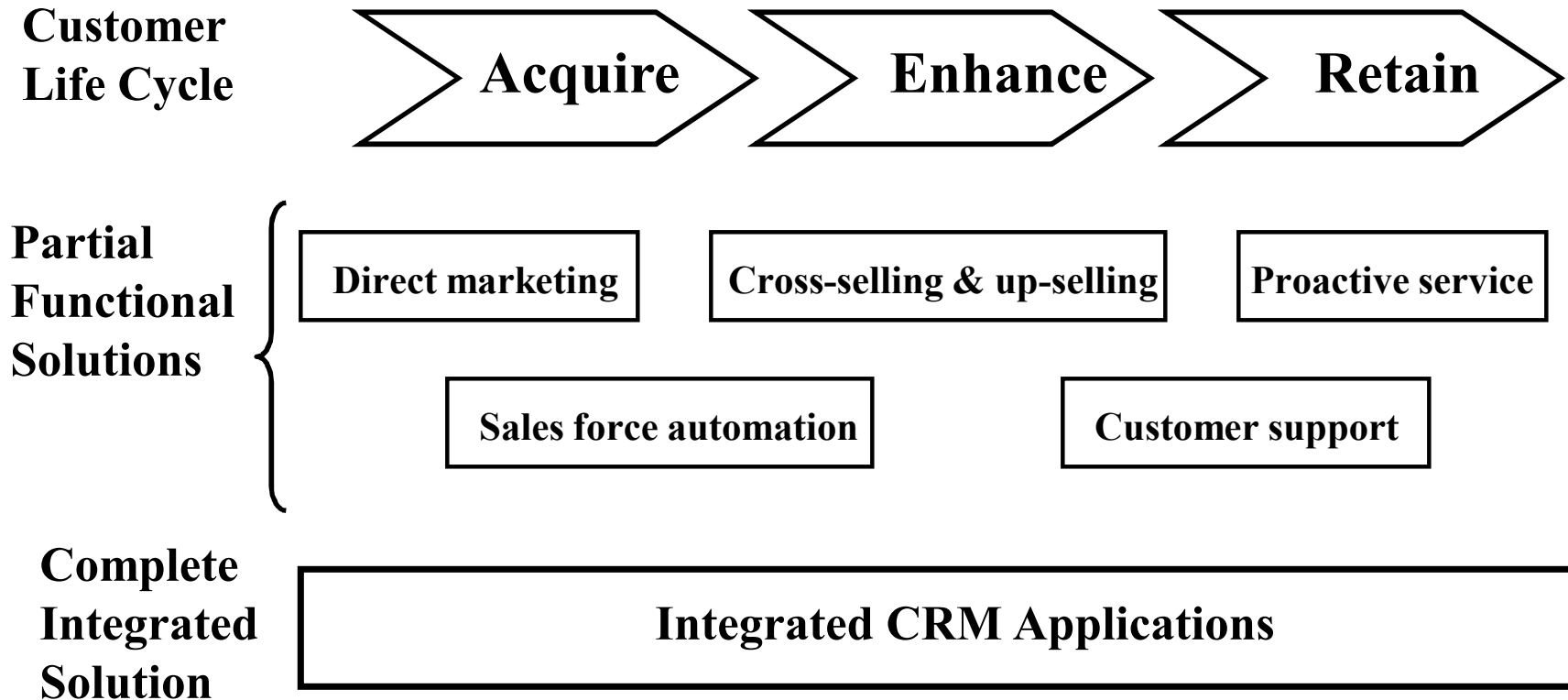
- É **Use existing relationships to grow revenue**
- É **Use integrated information for excellent service**
- É **Introduce more repeatable sales processes and procedures**
- É **Create new value and instill loyalty**
- É **Implement a more proactive solution strategy**

# Managing Customer Life Cycle

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# CRM Architecture





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# CRM Infrastructure

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- É **Customer content**
- É **Customer contact information**
- É **End-to-end business process**
- É **The extended enterprise or partners**
- É **Front-office and back-office systems**

# Challenges in Implementing CRM

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- É **Lack of incentive program to promote CRM**
- É **Lack of cross functional integration**
- É **Globalization**
- É **Traditional organization structure**
- É **Lack of local solutions**