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Relationship management, key account management and customer orientation are concepts that have become central to modern management. This book is dedicated to illustrating and reflecting these concepts and their corresponding methods and instruments in depth. How to Manage Customer Relationships Effectively | Tenfold

How to Manage Customer Relationships Effectively As business practices adapt, change, and develop over time, new terminology tends to get added to the standard business lexicon. A relatively recent addition is customer relationship management .

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What is customer relationship management? - Canada Business

Customer relationship management is a strategy for understanding your customers and their needs in order to optimize your interactions with them. This philosophy leverages technology to create stronger relationships with former, current and prospective customers while maximizing your marketing and customer service capabilities.

(PDF) A survey on relation between customer relationship ...

Customer relationship management is the independent variable of the study with three dimensions of customer satisfaction, customer loyalty and service quality and organizational management is the

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Customer-relationship management - Wikipedia

Customer-relationship management (CRM) is an approach to manage a company's interaction with current and potential customers. It uses data analysis about customers' history with a company to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth.

Social Customer Relationship Management: A Case Study

Social Customer Relationships Management (CRM) is a current business trend providing new channels of two-way communication with customers through social media sites, such as Facebook, Twitter etc

Customer-Relationship-Management-Integration des Net ...

Zusammenfassung: Die Bedeutung ganzheitlicher Kundenorientierung für die Unternehmensführung und die Möglichkeiten, die sich durch die Anwendung des NPS ergeben, sind in den vorangegangenen Kapiteln ausführlich dargestellt worden.

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