

# CUSTOMER RELATIONSHIP MANAGEMENT



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# DEFINITION OF CRM

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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. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability.

# MEASURING PERFORMANCE CRM

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Increase customer  
retention

Increase in visits  
and order made  
per customer

Increased sales

Increased cross  
sales

Service  
agreement  
renewal rate

Sales cycle  
duration

Customer lifetime  
value

Increase in marketing  
return on investment

Response rate  
increase

Revenue per  
salesman

Increased referrals

Increased win-back

# FUTURE OF CRM

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- Customer Intelligence Is King
- Artificial Intelligence, Business Intelligence and Beyond
- APIs and Integrations
- Keeping Customers Happy Keeps Them Coming Back
- CRM as a Single Source of Truth
- More, Deeper Automations
- Personalization Is Key

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THANK YOU

