CUSTOMER RELATIONSHIP MANAGEMENT



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DEFINITION OF CRM

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

Increase customer retention

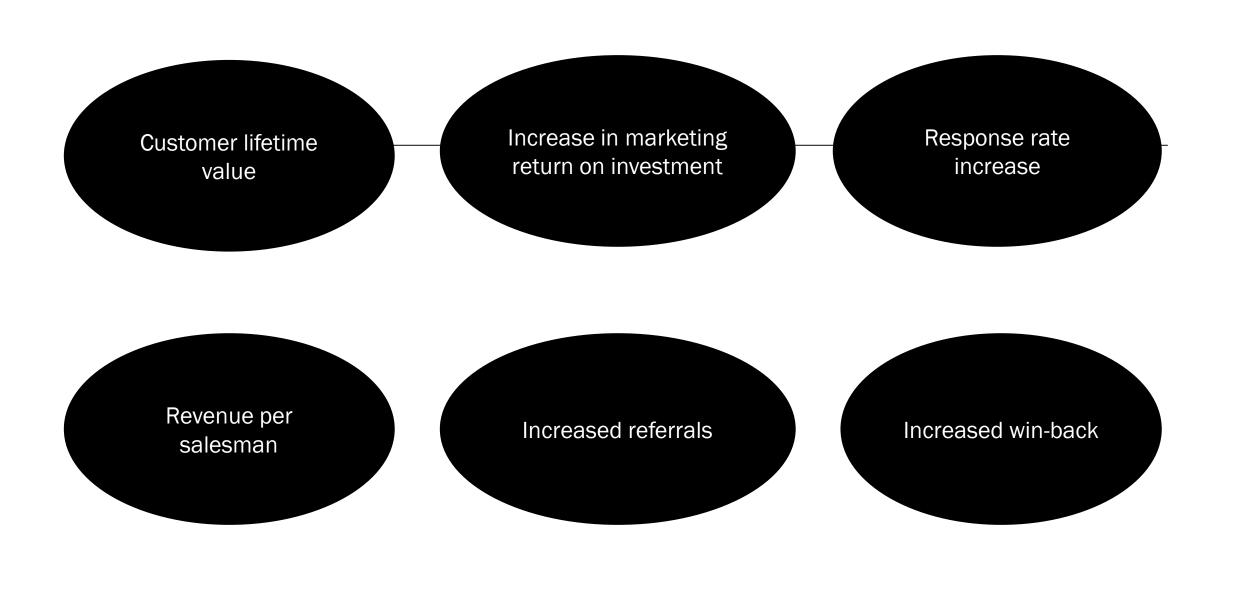
Increase in visits and order made per customer

Increased sales

Increased cross sales

Service agreement renewal rate

Sales cycle duration



FUTURE OF CRM

- 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

