

Customer Relationship Management In The Automotive Industry: Profiting From Improved Customer Focus (FT Management Report)

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Feb 18, 2010 CRM, or Customer Relationship Management, is a company-wide business strategy designed to reduce costs and increase profitability by solidifying customer
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Customer relationship management (CRM) is a term that refers to practices, strategies and technologies that companies use to manage and analyze customer interactions

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DEFINITION of 'Customer Relationship Management - CRM' The principles, practices, and guidelines that an organization follows when interacting with its customers.

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Jan 15, 2007 Transcript of "CRM - Customer Relationship Management" Focus on Customer s Pain Points : The Financial Times ,

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Customer relationship management (CRM) is the process of managing an organization s interactions throughout the entire customer life cycle. CRM software

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Customer-supplier relationships -

for from the suppliers and taking the supplier-relationship management to the the automotive industry, Customer-Supplier Relationships

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Customer Relationship Management they began giving back to their customers not only in terms of the obvious goal of improved customer Focus on customer

Customer loyalty schemes > customer relationship

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1. Introduction. Customer relationship management (CRM) offers the promise of increased customer loyalty (Colgate and Danaher, 2000 and Dowling, 2002), improved

Customer relationship management

Customer relationship management, or CRM, is a strategy that is recognized broadly and implemented widely to both manage and increase the quality of a company's

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Customer relationship management (CRM) is an approach to managing a company's interactions with current and future customers. It often involves using technology to

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and also vary by type of industry. 4) Customer retention is a strong Customer relationship management: leads to improved customer

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