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Marketing Lesson 1 #3 | Building
Customer Relationships ~~How your CRM
System can benefit from Big Data and AI~~
*Don Peppers: Customer Relationship
Management and Marketing Expert,
Keynote Speaker Chapter 2: Company and
Marketing Strategy, by Dr Yasir Rashid,
Free Course Kotler [English]*

Segmentation, Targeting and Positioning -
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What is CRM? Top 10 Client Relationship
Management Tips

J. Cole x Kendrick Lamar x Anderson
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What is CRM?

Golden Rules to successful Customer

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ANALYSIS AND
RECOMMENDATIONS FOR ... 312 The
Chapter Structure 34 The Strategic Issues
CRM stands for Customer Relationship
Management It is a business strategy used
to learn more about customers' needs and
behaviours in order to develop stronger
relationships with them' The main goal of
CRM ... CUSTOMER RELATIONSHIP
MANAGEMENT Concepts and ... 1
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Harras Entertainment, Inc. Rajiv Lal,
Patricia Martone Carolo. Revision Date:
Jun 14, 2004. Publication Date: Oct 25,
2001. Source: HBS Premier Case
Collection. Product number: 502011-PDF-
ENG . Chapter 4: Implementing CRM
Strategy. Customer Relationship
Management at Capital One (UK) Case
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Chapter 3 Strategic Crm Dr Comprises all
necessary technology and processes to
collect, store, and process relevant and
timely customer information
Characterized by the capability of
leveraging data to actionable information
Makes customer management processes
not only more efficient but also more

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Strategic CRM - Mainitain Long Term Relationship with Customers The aim of strategic CRM is to concentrate and enhance the knowledge about customers and use this knowledge to improve and

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customize the interactions with customers to maintain a long-term relationship with them. Determining and development of CRM strategies involves following steps:

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Chapter 3 Customer Relationships

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