

Secrets Of Customer Relationship Management Its All About How You Make Them Feel

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Thus, the secret to customer relationship management, particularly in loyalty programs is, indeed, as Barnes (2001) claims, "all about how you make them feel", as opposed to the too often used...

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In a highly competitive market, companies need to maintain positive relationship with their customer. A good CRM (customer relationship management) program that helps company in satisfying the customer, the research study would explore different methods and techniques for establishing effective CRM to satisfy the customers.

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And they did that through the use of CRM (Customer Relationship Management). CRM refers to both: A type of software (such as Maximizer) that helps businesses manage leads, deals, and clients, and craft targeted marketing campaigns. The specific strategies via which a business engages and retains its existing customers.

[How Big Brands Do CRM: Case Studies | Expert Market](#)
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Maintain dependable flexibility – avoid rigid procedures, customer ' s needs change over time. Remain creative, flexible and place no limits to find solutions. Advocate on your customer ' s behalf (customer advocacy) – always speak well of your customer. Sort any differences on 1 on 1.

[Secrets of Good Customer Relationship Management](#)
[Secrets of Customer Relationship Management](#) by James G. Barnes, 2001, McGraw-Hill edition, in English

[Secrets of customer relationship management \(2001 edition ...](#)
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" Customer Relationship Management is a comprehensive strategy and process of acquiring, retaining and partnering with selective customers to create superior value for the company and the customer. " (Parvatiyar and Sheth 2000: p. 6) CRM, A New Paradigm in Marketing?

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