
Customer Relationship Management Technology Anton

customer relationship management (crm): a technology ... - customer relationship management is a technology initiative that aims to strengthen the front-end operations and build a mutually valuable long-term relationship with the customers. **the use of technology in customer relationship management ...** - the area of relationship marketing (rm) and customer relationship management (crm) continues to receive attention both in the literature and in practice, with research and websites that discuss the uses and benefits of crm to the organisation (xu & walton, 2005; xu, yen, lin & chou, 2002). **customer relationship management technology** - keywords: adoption cycle, crm, customer relationship management, hype cycle, overshooting, information technology management the evolution of crm customer relationship management (crm) is a strategic and action-oriented view on the relationship between the customer and a company [22,p.30] **customer relationship management - onebusiness** - what is customer relationship management? customer relationship management (or crm) is a phrase that describes . how your business interacts with your customers. most people think of crm as a system to capture information about your customers. however, that is only part of the picture. crm involves using technology to gather **using information technology on customer relationship ...** - using information technology on customer relationship management ting-sheng weng department of management information systems national chiayi university **bpmj understanding customer relationship management (crm)** - keywords customer relations, business process re-engineering, relationship marketing, integration abstract customer relationship management (crm) is a combination of people, processes and technology that seeks to understand a company's customers. it is an integrated approach to **implementing a system of customer relationship management** - and customer-focus; gives the company a shared base of information which eases many processes across the enterprise. "customer relationship management (crm) is a business strategy for improving profitability by focusing on customer needs and creating an attentive relationship with the customer.

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