

You will hear an interview with Boris Shulov, a lecturer from a business school, about Customer Relationship Management.

Complete the notes by writing up to three words in each gap.



Customer Relationship Management (CRM)

CRM is: integration of marketing, sales and after-sales service within an organisation.

Purpose: to maximise 1 of customer relationships.

CRM applications allow companies to be different from 2

Central to CRM are 3

Key areas include:

- Marketing automation: best customers targeted so 4 employed more rationally.

- Sales automation: provides support during the 5

- Customer service: resolves customer issues and thereby builds customer 6

CRM systems delivered over 7 are the norm, permitting efficient communication between users.