

## CUSTOMER MANAGEMENT RELATIONSHIP



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### **Customer Relationship Management Wikipedia**

Customer-Relationship-Management, kurz CRM (englisch für Kundenbeziehungsmanagement) oder Kundenpflege, bezeichnet die konsequente Ausrichtung einer Unternehmung auf ihre Kunden und die systematische Gestaltung der Kundenbeziehungsprozesse.

<http://ebookslibrary.club/Customer-Relationship-Management---Wikipedia.pdf>

### **Was ist CRM Customer Relationship Management Salesforce**

CRM steht für Customer-Relationship-Management, d.h. Kundenbeziehungsmanagement, und bezeichnet eine Strategie zur systematischen Gestaltung aller Beziehungen und Interaktionen Ihres Unternehmens mit bestehenden und potenziellen Kunden.

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### **Customer Relationship Management CRM Definition**

Customer-Relationship-Management ist ein strategischer Ansatz, der alle Kundeninteraktionen eines Unternehmens beeinflusst. Customer-Relationship-Management wird gewöhnlicher Weise abgekürzt mit CRM

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### **Definition Customer Relationship Management CRM im**

Customer Relationship Management (CRM) im Online-Lexikon: CRM ist zu verstehen als ein strategischer Ansatz, der zur vollständigen Planung, Steuerung und Durchführung aller interaktiven Prozesse mit den Kunden genutzt wird. CRM umfasst das gesamte Unternehmen und den gesamten Kundenlebenszyklus und beinhaltet das Database Marketing und

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### **Customer Relationship Management Ziele Vorteile**

Mögliche Ziele von Customer Relationship Management Das übergeordnete Ziel von Customer Relationship Management ist es, eine Bestandsaufnahme von allen ehemaligen, bestehenden und potenziellen Kunden oder Geschäftspartnern zu haben.

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