

How to Implement a Winning CRM Strategy

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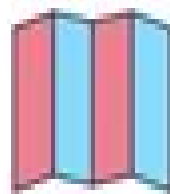
**Define a Goal
and Mission**

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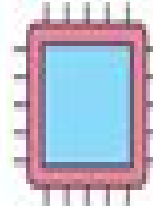
**Establish
a Buyer Persona/
Target Audience**

3



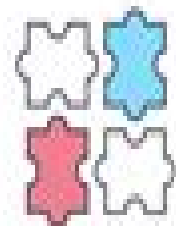
**Create a Customer
Journey Map**

4



**Utilize Artificial
Intelligence**

5



Integrate Data

Crm Strategy Of Ongc

RD Boyd



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Proceedings of the National Conference on Computing for Nation Development ,2007 *Emerging Trends in India-China Relations* Mohan Guruswamy,2006 This book is an assemblage of the papers and reports presented at a two day seminar on the Emerging Trends in India China Relations held under the aegis of the Centre for Policy Alternatives New Delhi April 13 and 14 2006 The papers and reports presented at the seminar by the experts like Mr Mani Shankar Aiyar Rear Admiral Retd Raja Menon Ambassador Retd C V Rangnathan and Chinese Ambassador to India H E Sun Yuxi related to issues of contemporary significance and immediate relevance such as the Border issue Non Proliferation Energy Security Foreign Policy and so on Each write up here is thoroughly researched and provides an in depth analysis of the bilateral relationship

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CRM Roger Joseph Baran,Robert J. Galka,2013 This book introduces students to CRM customer relationship management a strategic methodology that s being embraced in increasing numbers by organizations looking to gain a competitive advantage With in depth coverage of business and consumer markets in various vertical markets the impact of new technology and more it helps readers understand how an enhanced customer relationship environment can differentiate an organization in a highly competitive marketplace Featuring the latest developments in the discipline a cohesive approach and pedagogical materials including chapter exercises that connect theory with action it is the one stop source for a comprehensive CRM course Handbook of CRM Adrian Payne,2006 The professional and student marketer s ultimate reference and handbook for strategic CRM

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