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Have we ever wondered what the secret of any business firm is? The more clients or customers a business firm has the more successful that business is. Like the audience is responsible for the film to be a hit or a flop similarly it is we "the people"™ who can make or break a company. A star is a slave of its audience likewise the companies are the slaves of its customers. Customer relationship management is the term given by the enterprises to the phenomenon in which customer is considered to be the most important. You see advertisements of various products on the television which say "we care for you"™, "you are worth it"™ etc. The word "you"™ is the most significant terms, customer relationship management means identifying the needs of the customer, increase customer satisfaction and win their loyalties. The company makes various strategies to win more and more customers. The company uses various tools and Document Management Software to manage customer relationships. The best example of customer relationship management is various mobile connections which provide 24-hour customer care service at their toll free number. The companies provide offers like free gifts only to please the customers.

¶ The first step of customer relationship management is to gather all the information from the organization and outside the organization about their products or services, sales data, profits or losses occurred, discounts offered, future plans and scope for improvement.

¶ The company should identify the target customers and plan the advertisement campaigns accordingly.

¶ The companies should identify its most profitable customers and provide highest service to them.

¶ The company should provide full Information Management Solution about their products. The company should provide its email address and contact details so that it can get feedback or suggestions from its customers and resolve their queries.

¶ The company should build personalized relationship with the customers. The companies should take care that the personal information if collected from the customer should not be misused.

Customer relationship management software: It is software which consists of large programs which assess the business firms in managing customer information. CRM solutions can be categorized into three groups:

o Contact management: It keeps the track of all the customer information, customer interaction and associated events.

o Sales force automation: It has all the features of contact Document Management and it also keeps track of the sales information. The third group which is Customer Relationship Management software encompasses the features of the above mentioned groups and also comprises order information, advertising information, budget and expense records, track invoices, accounting and more.

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[Ashley Soutter](#) - About Author:

Ashley Soutter is a specialist author writes about Document Management, a [Document Management Software](#) and a [Customer Relationship Management](#) . For more information Please visit us at <http://www.knowledgeonecorp.com/>

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