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Factors vital for an effective customer relationship management by [Antony Wilmer](#)

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Understanding the demands of customers, value addition to the customer service and creation of a loyal customer base are the three important pillars of customer relationship management.

Managing relationship with customers is not a static process. For different business ventures, the ramifications, dimensions and vertices of customer relationship management are different. As the importance of managing relationship with customers is increasing at a whooping rate, both business owners and academicians are now more interested into the various strata of the CRM orbit. Keeping pace with it, more efficient and advanced CRM software packages are now added to the IT platform of business ventures.

Customer relationship management aims at formulating a strategic approach for the development of customer centric business approach. Understanding the demands of customers, value addition to the customer service and creation of a loyal customer base are the three important pillars of customer relationship management. To have the best customer relationship, you need to allocate resource to enhance customer value, introduce reward/point system to motivate employees for a better customer service, track and analyse information related to your customers and adding customer expectations to the operational base.

Adopting a set of ideal CRM practices enables you to automate sales force, lead generation, customer interaction and surveys. Along with it, you can also install call centre and help desk CRM software for a better customer service. All leading software manufacturers are now specialising in producing CRM software packages. But, while choosing one of them, you need to pay due importance to factors like needs and nature of your business, your budget and customization capacity of the software package. Buying CRM software online is advisable as it can save a considerable amount of money and time.

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