

CHAPTER OVERVIEW

14: Retain - Customer relationship management (CRM)

Learning Objectives

In this chapter, you will learn:

- Why CRM is essential for any business.
- The role that customers play in shaping and steering your business.
- The difference between applying CRM as a communications strategy or a core business strategy.
- How to collect, store, analyse and update your essential CRM data.
- The step-by-step process of putting together your CRM strategy

[14.1: Introduction](#)

[14.2: Key terms and concepts](#)

[14.3: A CRM model](#)

[14.4: Understanding customers](#)

[14.5: CRM and data](#)

[14.6: The benefits of CRM](#)

[14.7: Case study - Amazon Prime](#)

[14.8: The bigger picture](#)

[14.9: References](#)

[14.10: Social CRM](#)

[14.11: Step-by-step guide to implementing a CRM strategy](#)

[14.12: Tools of the trade](#)

[14.E: Customer relationship management\(Exercises\)](#)

[14.S: Customer relationship management\(Summary\)](#)

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