

CHAPTER OVERVIEW

7: Module 7- Information Systems in Retail and CRM Software

- 7.1: Sales and Information Systems
- 7.2: Supplier and Retailer Coordination
- 7.3: Introduction to Shopping Data Collection
- 7.4: CRM
- 7.5: Customer Database
- 7.6: Collecting Identifying Information
- 7.7: Privacy Issues
- 7.8: Introduction to Analyzing the Customer Database
- 7.9: Identifying Best Customers
- 7.10: Goals of Data Analysis
- 7.11: Why It Matters- Information Systems in Retail and CRM Software
- 7.12: Frequent-Shopper and Rewards Programs
- 7.13: Customer Retention Techniques
- 7.14: Putting It Together- Information Systems in Retail and CRM Software
- 7.15: Assignment- Information Systems in Retail and CRM Software
- 7.16: Introduction to Centralized Data Hubs
- 7.17: Methods to Gather Information
- 7.18: Retail Information Systems
- 7.19: Data Warehousing and Data Mining
- 7.20: UPC, RFID, and QR Codes
- 7.21: Introduction to Supply Chain Management
- 7.22: Supply Chains
- 7.23: Flow of Goods

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