

# CUSTOMER RELATIONSHIP MGMT(CRM)

Philip .Kotler - CRM is concerned with managing detail information about individual customer and all customer”.

# TECHNIQUES OF CRM

1) **Quality Product/Services** -- change as per customer likes, understand psychology, TQM,

2) **Communication with Customer**- mail, e-phone nos, regular contact, interaction.

3) **Continuous Feedback**- changes in service, likes--

4) **Staff Development**- Training, communication. skills.

5) **Special offer to customer**- SPL- incentives, appreciation

6) **Develop Effective Data**- primary & secondary, Data bank, qu

7) **Data Warehousing**- Name, Address,

8) **Use of Social Media**- Face-Book, Twitter, Hike Whatsups,