Customer Relationship Management

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Also known as CRM, are systems designed to manage and analyse customer interactions and relationships throughout the customer lifecycle. CRMs facilitate effective communication, track sales, and enhance customer service by storing valuable information about customers and their behaviours. Many CRMs also have the capability to integrate additional customer data from various sources, enabling businesses to create a comprehensive single-customer view.

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