SNS COLLEGE OF TECHNOLOGY

Coimbatore – 35

Customer Relationship Management
Unit 1–INTRODUCTION TO CRM

Presented by

DR. S. Senthil Kumar
Design Thinker

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Guess the Topic!!!

Exploring the Components and Architecture of Customer Relationship Management

Recap

Touch Point Analysis involves identifying and evaluating the various interactions a customer has with a company across different channels and stages of their journey. These touch points include customer service calls, website visits, social media interactions, and in-store experiences.

Discussion about....

➤ The Database Management System (DBMS) in a CRM system is crucial for storing, organizing, and managing all customer data efficiently.

DR. S.SENTTHIL KUMAR, AP/MBA, CRM, Unit-I
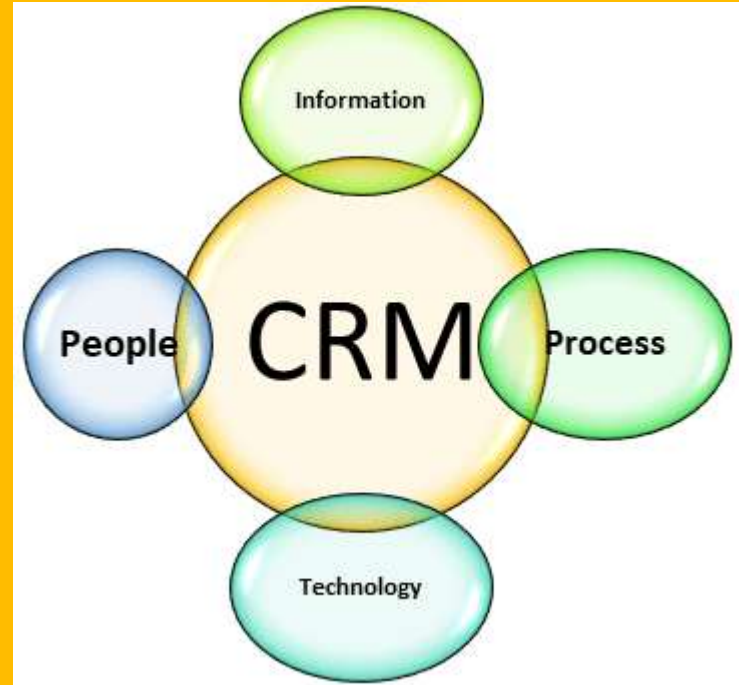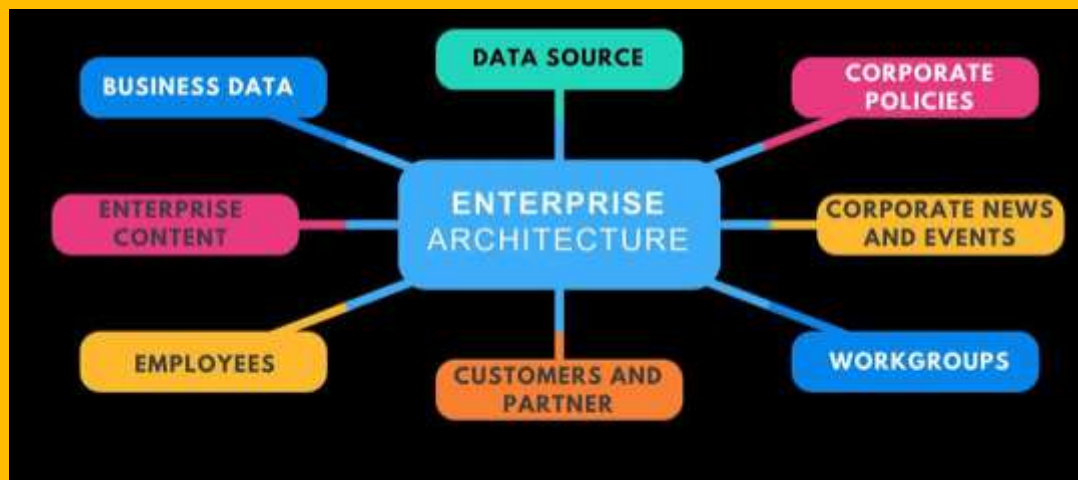
Customer Relationship Management (CRM)

Customer Relationship Management (CRM) is essential for businesses. It helps in building strong connections with customers by managing interactions and data effectively. This presentation will explore the components and architecture of CRM systems, highlighting their importance in fostering long-lasting relationships.

The Role of Customer Relationship Management

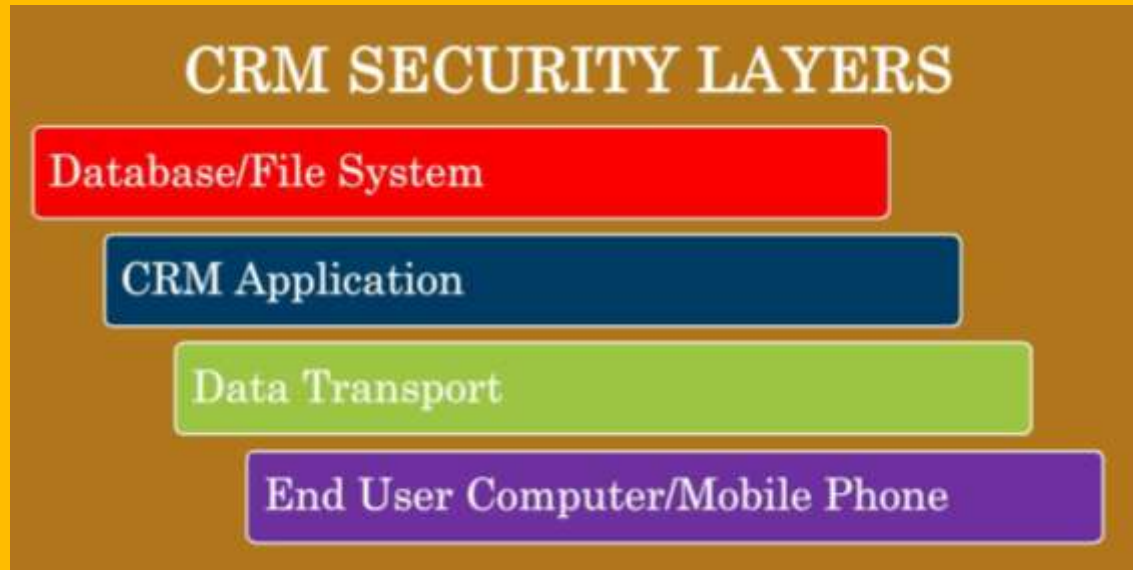# Exploring the Components and Architecture

Key components of CRM

Components of
Customer Relationship Management

Customer Service

Marketing Automation

Contact Management

Marketing Automation

Business Reporting

Layers of CRM security

CRM SECURITY LAYERS

Database/File System

CRM Application

Data Transport

End User Computer/Mobile Phone

Knowledge Check

Which component of a CRM system is primarily responsible for storing and managing customer data?

A) User Interface (UI)

B) Application Logic

C) Database Management System (DBMS)

D) Analytics and Reporting

C) Database Management System (DBMS)

Summary

X In conclusion, Customer Relationship Management is a vital component of modern business strategy. By understanding its components and architecture, organizations can effectively manage customer relationships, overcome challenges, and leverage future trends to foster lasting connections with their customers.

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Thanks!