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Develop the CRM strategy, 2. build the CRM project foundations, 3. specify needs and select partner, 4. implement the project, 5. evaluate the performance Develop a CRM strategy CRM strategy is a high-level plan of action that aligns ppl, processes and

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technology to achieve customer-related goals.

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6387 customer relation management-v2_246x189mm
08/01/2015 16:30 page 3 predicted that it would top \$18.4 billion in 2016. 7 Others, with a managerial rather than

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