

# CRITICAL ANALYSIS ON CUSTOMER RELATIONSHIP MANAGEMENT

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Customer Relationship Management (CRM) is a process companies use to understand their customer groups and respond quickly and at times, instantly to shifting customer desires.

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## **CRM Best Practices Customer Relationship Management**

CRM. Customer Relationship Management (or CRM) is back! What a difference a few years makes. Not too long ago, surveys were reporting that 70-75% of all CRM initiatives failed.

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## **RFM Analysis For Successful Customer Segmentation Putler**

RFM analysis (Recency, Frequency, Monetary) is a proven marketing model for customer segmentation. It groups customers based on their shopping behavior - how recently, how many times and how much did they purchase. RFM becomes an easy to understand method to find your best customers and then run targeted email / marketing campaigns to increase

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## **Distributed Analysis Oracle s Blockchain Move Is Critical**

The recent news regarding Oracle and blockchain technology is really important. In some ways, Oracle s embrace of the blockchain is more significant than IBM s big bet on the technology and

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