

Master 1 Marketing	3 rd Lesson	Dr. GOURI M
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CRM

1. Definition:

CRM is not a technology, but a way of seeing and understanding customers and their interactions with the company, regardless of their point of contact.

Above all, it is a strategic approach that places the customer at the center of the company's priorities and aims to strengthen and grow existing relationships of trust by improving the customer experience through systems, processes, and information.

2. Dimensions:

- A **temporal dimension**, with the need to build a profitable long-term relationship;
- A **relational dimension**, with the desire to be as close as possible to the customer, regardless of the point of contact and the time chosen by the customer;
- An **operational dimension**, with the need to manage the daily complexity of combining customers, offers, and channels with dedicated tools.

3. Steps of CRM:

1-Collecting information about each customer from multiple sources;

Existing data;

Data collected from multiple sources (surveys, web, customer service, etc.).

2-Centrally sorting and classifying this information;

Customer value;

RFM rules (Recency, Frequency, Amount)

Needs (Interests);

Segmentation.

3-Intervention Strategy

4-Provision of information

4. The customer database:

A structured set of accessible and operational information about customers and prospects, which is used to obtain or qualify leads, sell a product or service, or maintain a business relationship.

To discuss:

What is CRM in tourism industry?

How AI was integrated in tourism CRM?