Customer Relationship Management (CRM) - Outlook (2016-20)

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Date: June 2016
Pages: 60
Price: US$ 3,000.00 (Single User License)
ID: CB970F01E40EN

Abstracts

Customer relationship management has played a vital role in building a strong relationship between business organisations and customers. The increase in customer attrition and the need for an effective customer engagement has made adoption of CRM software essential in business organisations in order to gain customer loyalty.

Customer satisfaction play an important role in businesses to avoid churning of customers. Hence, the need for adoption of CRM software is essential for a systematic approach by businesses towards maintenance of customer interaction and to understand the requirements of customers and serve them efficiently.

The report titled 'CRM software' showcases an in-depth analysis of the overall CRM software market in terms of market size, end-users, deployment model and verticals served. This report also forecasts the growth numbers till 2019(on a YoY basis) and hence suggests the compound annual growth for the estimated period. The report brings about a detailed description about developed and emerging CRM markets globally.

Contents

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