



Customer Relationship Management: Concepts and Cases

Alok Kumar Rai

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Innovative strategies are taken up by the companies today to seek, attract, and win new clients, nurture and retain the existing ones, entice former clients back into the fold, and reduce the costs of marketing and client service. Customer relationship management denotes a company-wide business strategy embracing all client-facing departments. This book gives an analytical insight on the CRM practices adopted by various organizations, and the advancements made in the field. The book elaborates the role of IT in CRM technology (e-CRM) like data mining, warehousing and so on.

Intended as a text for the students of management, the book can prove equally beneficial for the retailers, bankers, insurers, and telecom professionals.

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