



# SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35



## Customer Relationship Management Unit 1-INTRODUCTION TO CRM



Presented by

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Redesigning Common Mind & Business Towards Excellence

**3P**urpose  
rocess  
eople  
*Culture*



**1<sup>st</sup>** GenAI  
*(General)*  
Design  
Thinking  
FrameWork

Build an Entrepreneurial Mindset Through Our Design Thinking FrameWork



# Guess the Topic!!!

Exploring the  
Components and  
Architecture of  
Customer  
Relationship  
Management





# Recap

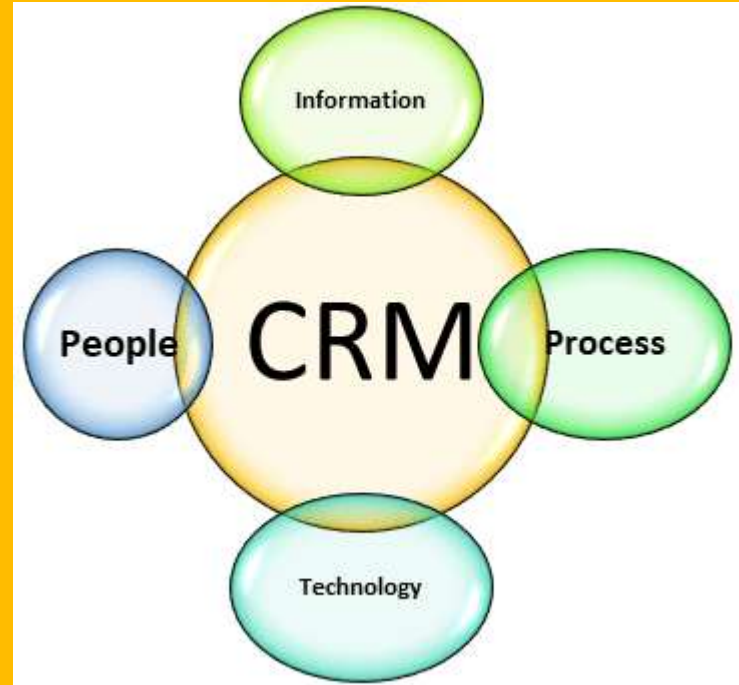
Touch Point Analysis involves identifying and evaluating the various interactions a customer has with a company across different channels and stages of their journey. These touch points include customer service calls, website visits, social media interactions, and in-store experiences.





# Discussion about....

➤ The Database Management System (DBMS) in a CRM system is crucial for storing, organizing, and managing all customer data efficiently.





# Customer Relationship Management (CRM)

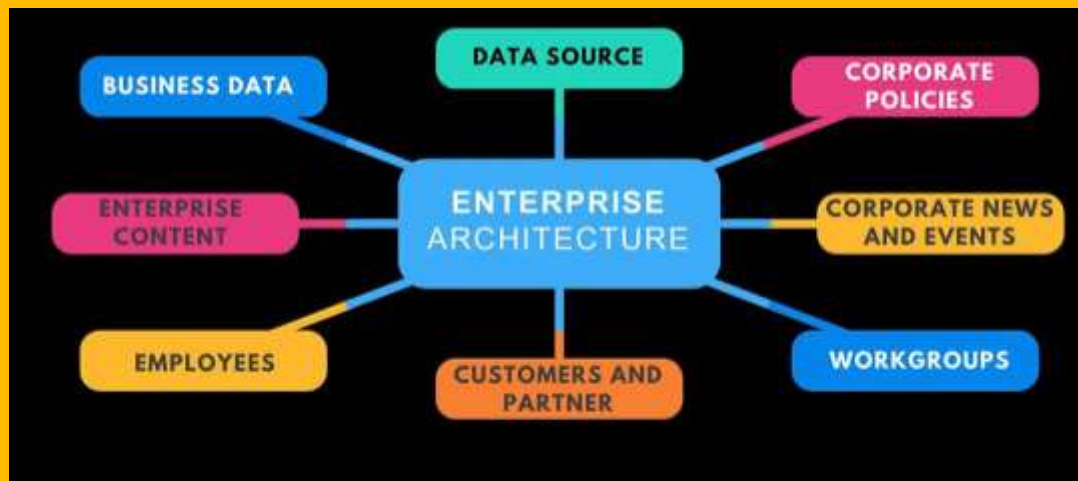


Customer Relationship Management (CRM) is essential for businesses. It helps in building strong connections with customers by managing interactions and data effectively. This presentation will explore the components and architecture of CRM systems, highlighting their importance in fostering long-lasting relationships.

# The Role of Customer Relationship Management



# Exploring the Components and Architecture





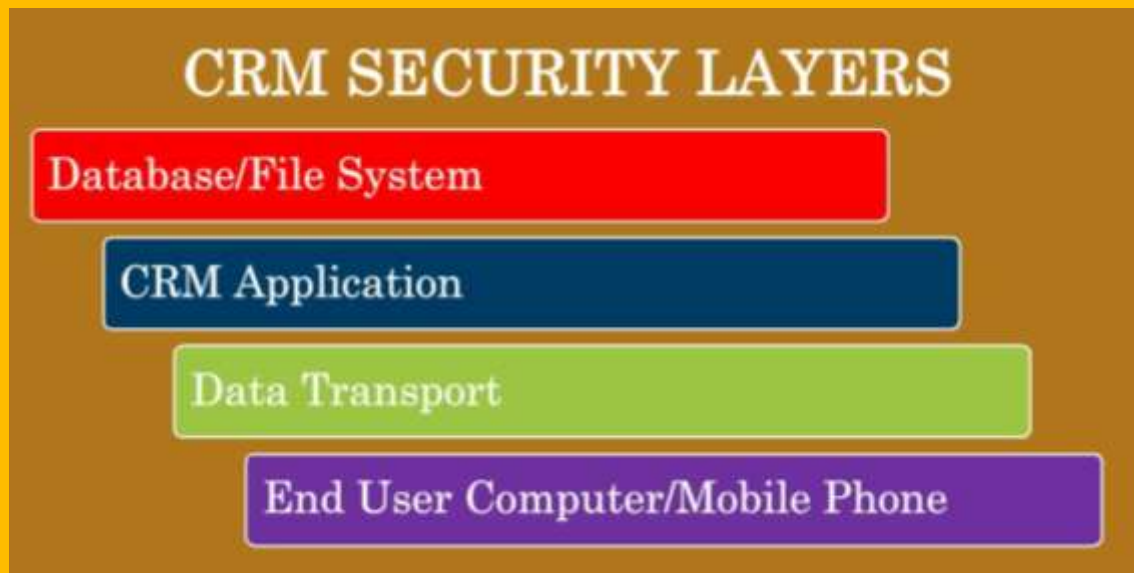
# Key components of CRM

## Components of Customer Relationship Management





# Layers of CRM security





# Future Trends in CRM



# Knowledge Check

Which component of a CRM system is primarily responsible for storing and managing customer data?

- A) User Interface (UI)
- B) Application Logic
- C) Database Management System (DBMS)
- D) Analytics and Reporting

**C) Database Management System (DBMS)**



# Summary

- X In conclusion, Customer Relationship Management is a vital component of modern business strategy. By understanding its components and architecture, organizations can effectively manage customer relationships, overcome challenges, and leverage future trends to foster lasting connections with their customers.





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# Thanks!

