

The Evolution of Customer Relationship Management: Trends and Innovations

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Abstract: CRM systems compile data from a range of different communication channels, including a company's website, telephone (some software comes with a softphone), email, live chat, marketing materials, and more recently, social media. They allow businesses to learn more about their target audiences and how to best cater to their needs, thus retaining customers. According to Gartner, the global CRM market is estimated at \$69 billion in 2020. For example, a business offers a video and chat software program, which companies use for departments to communicate. Business people started using the term customer relationship management (CRM) in the early 1990s. B2B CRM in Marketing. In today's dynamic and highly competitive business landscape, effective customer relationship management (CRM) has emerged as a critical strategic tool for businesses, particularly in the context of B2B marketing. In abstract, B2B CRM in marketing is no longer an option but a necessity for businesses looking to thrive in the highly competitive B2B landscape. This abstract provides a glimpse into the evolving world of B2B CRM, emphasizing the importance of data-driven decision-making and customer-centric strategies in building strong and profitable business relationships.

Keywords: Generation, marketing, customer segmentation, customer, retention