

An Overview of Customer Relationship Management

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Abstract: *Customer satisfaction reflects how effectively needs are met and expectations are exceeded through supplier responses. Achieving it hinges on fostering a strong overall relationship between the customer and the supplier. In today's competitive business landscape, customer satisfaction stands as a vital performance metric and a key factor setting apart business strategies. Therefore, higher levels of customer satisfaction correlate with increased business success and stronger customer connections. Customer loyalty refers to a customer's inclination to continue doing business with a specific supplier and regularly purchase their products or services. This loyalty typically emerges when a customer is highly satisfied with the supplier's offerings, leading them to return for future transactions or consistently choose a particular product or brand from that supplier.*

Keywords: CRM, eCards

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