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Customer Relationship Management Applications

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This presentation is a case study on how Customer Relationship Management (CRM) Applications hold the key to strategic customer intimacy and portfolio management.

Traditionally, CRM tools are used to organize customer information under a variety of functional services. They allow organizations to create an integrated view of the customer and use this information to coordinate services/capabilities across multiple channels for business portfolio management and customer engagement. CRM is also capable of managing relationships of any kind (not only customers), allowing an organization to retire multiple legacy systems, leveraging existing information, resources, and funding to transform discrete sources of data in to a strategic asset for business intelligence. This presentation is a case study at Sandia National Laboratories of their path to implementing Microsoft Dynamics CRM to address these issues.

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