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Customer Relationship Management based on Employees and Corporate Culture

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Abstract

This paper provides the overview on Customer Relationship Management that is strongly influenced by corporate culture, corporate identity and employees. Different theoretical approaches to CRM are included in the first part of the paper. Second part of the paper presents the results of research based on Delphi method, which was aimed at finding actual CRM definition and customer's characteristics in the future. Third part of the paper presents four main areas company should focus on when engaging customers. It aims on People and Corporate Culture which is one of the four areas, when building customer experience with company.

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1. Current views on CRM

There is no exact CRM definition, because CRM is perceived differently among companies and experts. Some authors define CRM as technology, others as data mining process. Firth (2006) and Lager (2008) consider CRM for technology. This technology should enable a company to sell more effectively (Tan, Yen, Fang, 2002). Others connect CRM with data management processes, which lead into higher company profitability and better relationships with customers (Berson, 2000; Johnston and Clark, 2008). Other authors see CRM as a process that

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