



# Customer Relationship Management

1

## WHAT IS IT?

- Technology to track everything about your customers and potential customers
- Relationship building
- Enhances connection with customers

2

## WHO CAN USE IT?

- Sales
- Marketing
- Service
- Commerce
- IT

3

## WHAT DOES IT DO?

- Centralizes customer and company data in one place
- Streamlines information to provide connected experiences
- Helps businesses unite to maintain customer satisfaction

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## HOW DOES IT WORK?

- Unites companies and customers
- Provides every team with a shared view of each customer
- Produces actionable analytics

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## HOW DOES IT IMPACT YOU?

- Helps businesses focus on customers
- Unites everyone with one shared goal: make your customers happy

