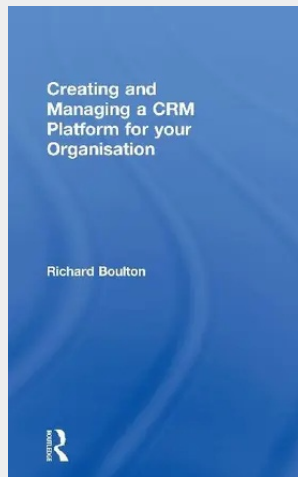


Creating and Managing a CRM Platform for your Organisation

More than ever, organisations are facing a data avalanche from various sources, be they in electronic or hard copy format. How an organisation manages this ever-increasingly important resource – data – can benefit or hinder its ability to achieve its objectives. Creating and Managing a CRM Platform for Your Organisation not only covers how the principles of data management, including data quality and data security, can be applied to an organisation's customer relationship management (CRM) platform, but also highlights how aspects of data management, marketing and technology are needed to operate, develop and manage a CRM platform in order to carry out tasks such as reporting and analysis, developing data plans, undertaking data audits, data migrations and campaign mailings which will result in an organisation using data effectively in order to achieve its goals and objectives. The issues and topics covered apply to all organisations that use a CRM platform and the data it contains as part of their business activities, regardless of the industry sector or size of the organisation. A comprehensive overview of the practices that can be effectively implemented when managing a CRM platform, this book is essential reading for professionals involved in the administration of the CRM platform within their organisation and data management.

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**205,90 €**

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