

Process of managing relations with customer in enterprise

Lecture topics:

1. The essence and principles of the CRM concept.
2. Evolution of customer relationship management.
3. The company and customers as the sides of relationship.
4. The proces of creation customer`s loyalty
5. Selected methods of acquisition customer`s loyalty
6. IT support for customers relationship management.
7. Determinants of organizational and social effectiveness of CRM in the modern enterprise.
8. CRM as a change of functioning the organization.
9. Benefits and limitations of CRM in the enterprise.