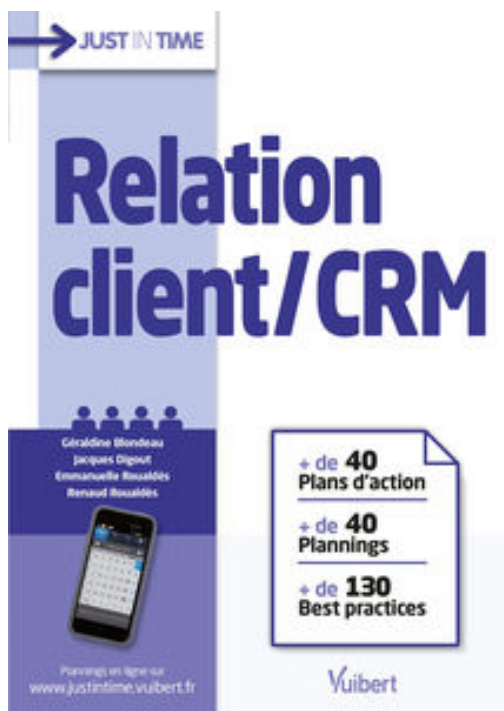


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La gestion de la relation client (GRC) ou *Customer Relationship Management* (CRM) est devenu stratégique et vitale pour toute entreprise, de la multinationale à la PME. Dans un environnement Web 2.0 et de réseaux sociaux, qui l'a complexifiée, elle nécessite d'être cadrée pour :

Trouver de nouveaux prospects et fidéliser ses clients dans un contexte économique tendu.

Connaître finement ses cibles afin de proposer une offre adaptée à leurs attentes et qui se démarque des nombreuses offres concurrentielles.

Traiter, analyser et affiner les données recueillies auprès de ses cibles pour mieux les exploiter et ne pas crouler sous l'infobésité.

Adapter, élargir et homogénéiser ses canaux de diffusion pour collecter et centraliser les données, mais aussi pour proposer ses offres (canaux classiques et digitaux).

10 objectifs et 41 plans d'action : 1. Préparer un projet de CRM ; 2. Structurer les données ; 3. Implémenter la solution ; 4. Mettre en production ; 5. Exploiter les données ; 6. Mobiliser un CRM pour le marketing et la vente ; 7. Exploiter un CRM pour d'autres actions ; 8. S'appuyer sur la Business Intelligence ; 9. Éviter les pièges ; 10. Préparer l'avenir

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If you realize your relation client / crm so overwhelming, you are able to go ahead and take instructions or guides in the manual individually. Select a special feature you wish to give attention to, browse the manual thoroughly, bring your product and execute what the manual is hinting to complete. Understand what the feature does, using it, and don't go jumping to a different cool feature till you have fully explored the actual one. Working through your owner's manual by doing this assists you to learn everything concerning your digital product the best and most convenient way. By ignoring your digital product manual and not reading it, you limit yourself in taking advantage of your product's features. When you have lost your owner's manual, look at product instructions for downloadable manuals in PDF

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