

CRM is the accepted purpose of Customer Relationship Management is to enable organizations to better manage their customers through the introduction of reliable processes and procedures for interacting with those customers.

In today's competitive business environment, a successful CRM software solution cannot be implemented by only installing and integrating CRM software application designed to support CRM processes. A holistic approach to CRM is vital for an effective and efficient CRM policy. This approach includes training of employees, a modification of business processes based on customers' needs and an adoption of a relevant IT CRM system (including software and maybe hardware) and/or usage of IT CRM Services that enable the organization or company to follow its CRM strategy. CRM Services can even replace the acquisition of additional hardware or CRM software application licences.

The term CRM "Customer Relationship Management" is used to describe either the "CRM software" or the whole business strategy (or lack of one) oriented on customer needs. The second one is the description which is correct. The main misconception of CRM is that it is only a software solution application, instead of whole business strategy.

Major areas of CRM Software System Solutions focus on service automated processes, personal information gathering and processing, and self-service. It attempts to integrate and automate the various customer serving processes within a company.

A CRM software solution application can manage and run your entire business. From prospect and client contact tools to billing history and bulk email management. The software CRM System allows you to maintain all customer records in one centralized location that is accessible to your entire organization through password administration. A front office CRM software system is set up to collect data from the customers for processing into the data warehouse. The data warehouse is a back office *CRM Software system* used to fulfill and support customer orders. All customer information is stored in the data warehouse. A back office CRM software application makes it possible for a company to follow sales, orders, and cancellations. Special regressions of this data can be very beneficial for the marketing division of a firm

A integrated CRM software system is often also known as "front office solutions." This is because they deal directly with the customer