CRM: Redefining Customer Relationship Management (Enterprise computing)

Jeffrey Peel

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In CRM, Jeffrey Peel defines Customer Relationship Management in a radical new way by putting communications at the center. In the past, CRM was mostly about the technology, not about the customer. In this book, Peel talks about a new ethos that is beginning to fundamentally change the way organizations do business. At a technology level, CRM is increasingly about conjoined best-of-breed applications delivered via portal technologies. At a business level, it is beginning to invade traditional territories occupied by brand management or customer support. Peel shows companies how to make the shift to the new paradigm.

· Defines the nature of new CRM niche solutions
· Provides entirely new types of functionality that mesh seamlessly
· Describes solutions focused solely on the needs of the customer

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