

Download Electronic Customer Relationship Management

Electronic customer relationship management (E-CRM) is the application of Internet-based technologies such as emails, websites, chat rooms, forums and other channels to achieve CRM objectives. The eCRM or electronic customer relationship management encompasses all the CRM functions with the use of the net environment i.e., intranet, extranet and internet. Introduction. When company communicates its customers the process can involve many different people within both organizations using a variety of different methods. Customer relationship management (CRM) is a term for the principles, practices, and guidelines an organization abides by when dealing with customers., Electronic Customer Relationship Management.

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