

CUSTOMER RELATIONSHIP MANAGEMENT IN DER NEUEN NORMALITÄT

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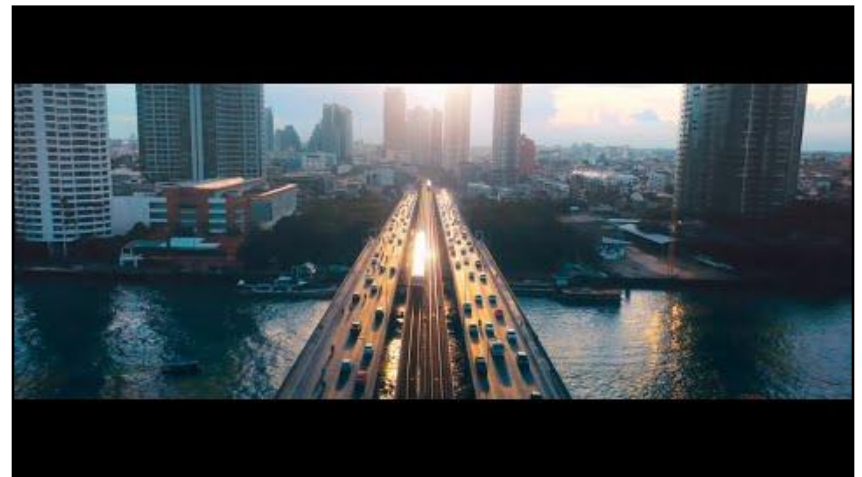
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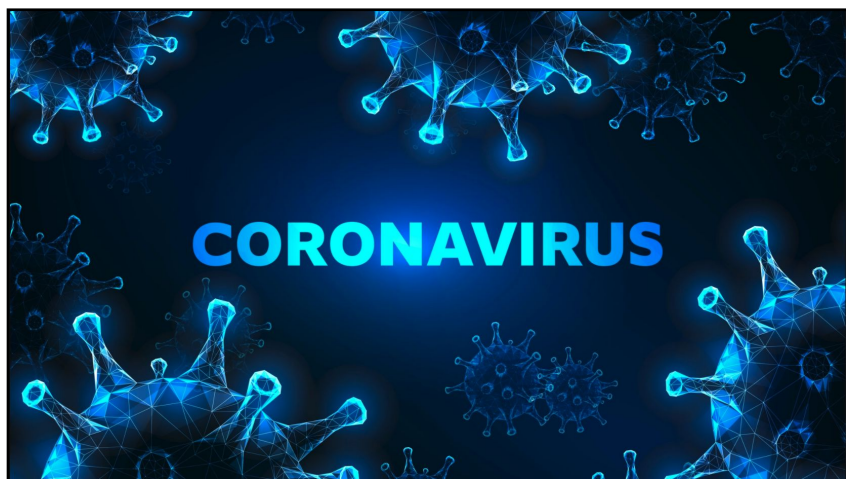
Helping organizations to truly getting to know their customers.

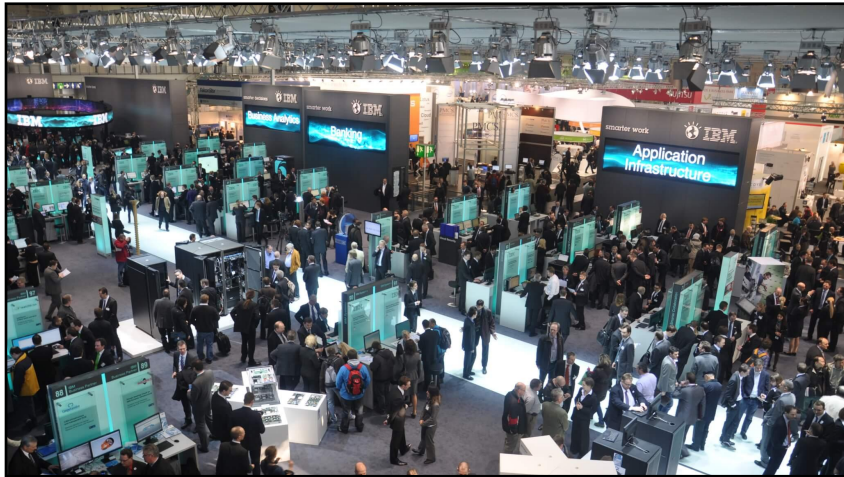
We achieve this by giving advice
and implementing integrated, powerful and innovative software solutions.

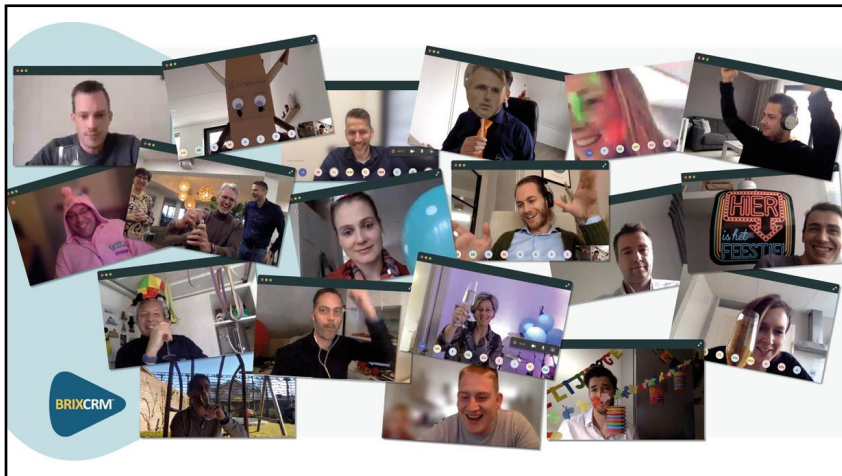


@brixcrm

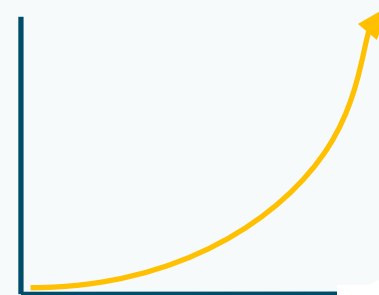








The corona pandemic
is undeniably accelerating digitization



Will the world, and more specifically the way we manage customer relationships, change?

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Customer Relationship Management

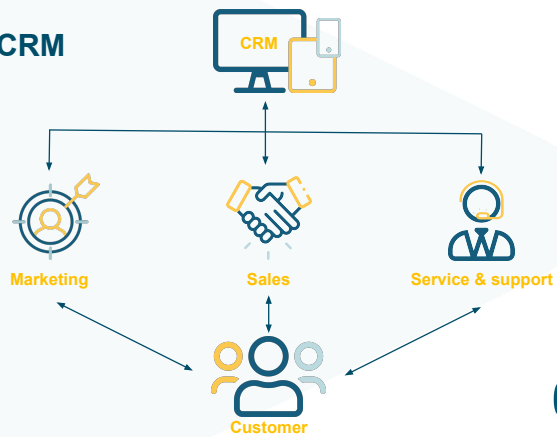
“The implementation of a **strategy**, that enables an organization to optimize its customer relationships in terms of **value of and value for the customer**. CRM is seen as a continuous and systematic, **organization-wide** activity. ICT is deployed as a **supporting factor**.”



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Example

Classic CRM



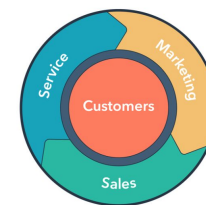
Holistic view

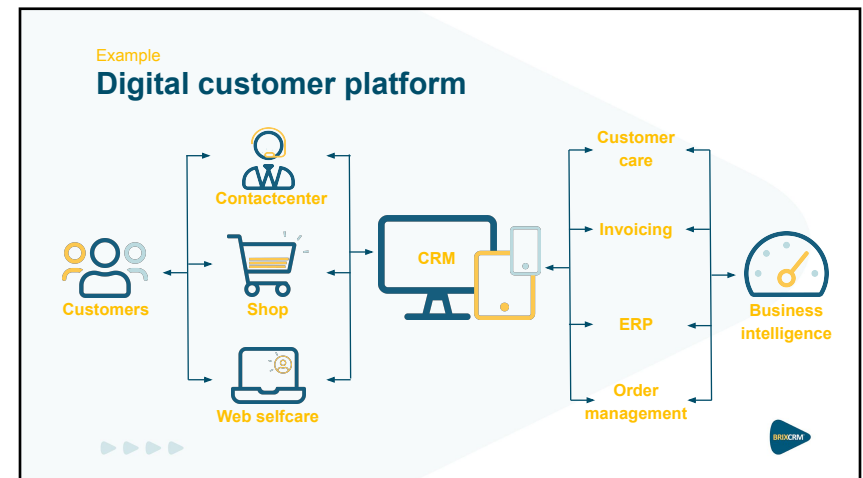
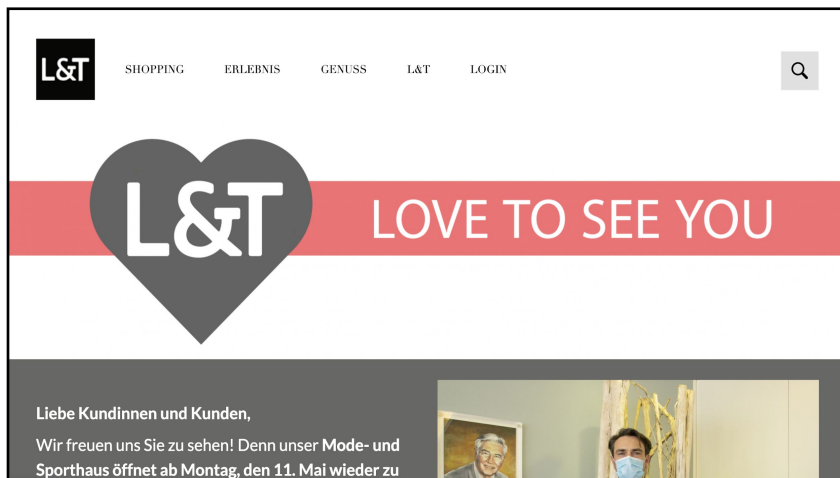
From funnel to flywheel

Then = Funnel
Customers as an afterthought



Now = Flywheel
Customers at the center





Consequence

Same questions, different answers

How do you find customers?

How do customers find you?

How do you use data?



From customer data

To decisive information about your customer



Data

100+ data elements within a company about a customer



Insights

Insight into customer situations, data and profiles



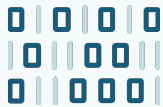
Direction

Gives direction to your processes, strategies and objectives



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CREATING HAPPY CUSTOMERS

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