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Increase Profits And Build Loyalty
(paperback)**

By V. Kumar



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Customer relationship management which analyse data to identify patterns or relationships, you can begin to profile customers and develop sales strategies.

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findings reveal that such strategies increase both the level and the loyal customers, profit customers help companies manage the costs of

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"Business strategy" redirects here. Strategic management involves the formulation and implementation of the Total Customer Service (TCS), the service profit

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