Knowledge-Based CRM Framework

Increased profitability **Objective Customer value** Customer **Customer retention Cross-selling** acquisition migration **Customer lifecycle** Customer High-value **Customized offers** Relevant offers information offers Communication **Demographic** Behavioral profiling Implicit profiling Cost to serve profiling Segmentation **Customer lifetime Transactional Self-profiling** profiling value Clear **Supporting Consistent data** Integrated **Effective** culture and **Enablers** responsibility acquisition systems processes for CRM behaviors Published under a Creative Commons Attribution-ShareAlike 2.5 licence



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