

_____ has to be a team effort and not just the responsibility of employees who deal with the public directly.
Customer service

Buying process by a consumer is usually illustrated as consisting of _____ distinct stages.
5

A matrix that breaks the customer life cycle into five distinct steps was developed by _____
Jim, S. & Matt, C.

Transactional marketing strategies focused on _____
attracting consumers

The major areas of CRM focus does not include _____
Post purchase analysis

The steps of CRM process does not include _____
Customer laggards

One of the options is not necessary during CRM training _____
Knowledge of customer background

The three main components of CRM are _____
People, technology, and process

_____ is the reaction by the organization to the queries and activities of the customer.
Customer response

Profits are tied down not to _____
customer purse