

E-business 7 – Questions

1. What does CRM stand for in e-business?
2. What is the main goal of a CRM system?
3. Name three channels through which a CRM system can gather customer data.
4. Why is customer data important for companies using CRM?
5. How does CRM software help companies manage customer interactions?
6. What advantage does cloud-based CRM have over traditional CRM systems?
7. What role does artificial intelligence (AI) play in CRM?
8. What is the purpose of sales force automation in a CRM system?
9. How does lead management benefit a company's sales team?
10. Why is customer service an important component of CRM?
11. How does CRM help in managing marketing campaigns?
12. What is workflow automation in CRM, and why is it useful?
13. How can business reporting improve CRM activities?
14. What is the function of analytics in a CRM system?
15. What is collaborative CRM, and why is it beneficial?
16. How does interaction management improve customer satisfaction in CRM?
17. What is operational CRM focused on?
18. What are some common tasks automated by operational CRM?
19. How does analytical CRM help top management in decision-making?
20. What are the benefits of analyzing customer data through CRM?