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Dealing With Him/her On Basis Of The Quantitative Profitability During The Life Period Of The Customer. CRM Is The Investment Of The Companies In The Customers Who Are Expected To Be Valuable For The Institution, And The Reduction Of Investment In The Valueless Customers Of The Company. As A Philosophy Feb 1th. 2024

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CRM System Is A Mass-user-oriented Application Environment. 2.1.1 CRM Transforms An Enterprise Into An Information-Driven Enterprise All Computerized Systems And Solutions In The Past Used Past-facing Information Merely For The Purpose Of Referrals And Reporting Only. ERP, For The First Time In The History Of Computerized Jan 1th, 2024

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