TABLE OF TERMS

Term		Description	Page first used
CRM	:	Customer Relationship Management, a business strategy that can maximize profits, revenue, and customer satisfaction by setting customer segments, improves customer-centric behavior.	1
Tracer Study	:	The investigations in which a sample of individuals are studied at a given time, and then located and studied again at one or more successive stages in their lives.	4
Follow-up	:	An action to follow up on an activity or activities.	5
Dashboard	:	Information management tools used to track key KPIs, metrics, and data points relevant to a particular business, department, or process.	5
Database	:	Systematic and systematic collection of data stored electronically.	
Leads	:	Audiences who have an interest in the products or services offered.	6
ERP	:	Enterprise Resource Planning, the concept of resource planning in the enterprise with information technology.	6
Software	:	Computer software used for a task.	
Open-source	:	The term given to software that opens or frees its source code is visible to its users.	
ASAP	:	The method recommended by SAP aims to streamline the resources used in the implementation of ERP systems.	7