

## **Customer Relationship Management: Integrating Marketing Strategy and Information Technology**

Customer relationship management (CRM) is one of the hot topics in marketing and information systems today. Customer relationship management is a business strategy that provides the enterprise with a complete, dependable, and integrated view of its customer base. A CRM system brings together lots of pieces of information about customers, sales, market trends, marketing effectiveness and responsiveness. CRM helps companies improve the profitability of their interactions with customers while at the same time making those interactions appear friendlier through individualization. CRM's purpose is to enhance customer satisfaction and retention by alignment of customer business processes with technology integration.

As the Internet and digital technology change the ways business is conducted, the academic disciplines of information technology and marketing are merging. As a result, experiments with new and modified courses are being taught at many innovative universities at the forefront of this change.

