

Customer relationship management

[Business](#), [Management](#)



Consider a company that uses the social media platform (Facebook, Twitter, and Google) as a CRM strategy. Using these technologies, customers experience a one on one relationship with the marketing department. In addition, it enables the business to post photos, blogs, and tweets about the available products and their description. Consequently, this platform engages the public through text interaction that enables the customers to judge and give feedback about the product. In case of a problem, the company responds by correcting the said problem. For example, the Bell Canada company use of social media has increased its sales. Reports suggest that it has over twenty-eight million customers. Through digital television and the internet, the customer base has increased.

Works Cited

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