

# Pricing analytics ü support vendor partner relationships ü

[Business](#), [Strategy](#)



Pricing of the productSales Promotion - coupons in canadaProducts - different drinks and dessert choices different meats sold in both the countriesDifference between KFC India and KFC Canada: ü Streamline operations and personalize customer service based on the customer's known historyü View business opportunities with predictive analyticsü Support vendor/ partner relationshipsü Reduced costs, because the right things are being done that is effective and efficient operation. ü Highlighting poor operational processes. · Other reasons: · Sales force automation- Increased customer satisfaction by ensuring timely deliveries and many other tasks. When everyone has the access to the information in the organization different departments in the companies know who are liable for performing that task above all there will be no overstreaming .

· Information Sharing - CRM centralized your information to all your businesses. For example - if you have company at two different physical locations with CRM you can access the information of your whole business. Most important it also prevents the duplicacy of the data doesn't matter from where you are operating it ll show you the current and accurate information. · 24/7 Access - companies can operate online anytime, anywhere with CRM, it provides the realtime information. · CRM softwares provides all the necessary tools to succeed, in a single software you can perform multiple tasks. For example : data entry, billing orders, invoices etc How companies can use CRM to achieve a competitive advantage on the internet? · Analytical CRM (designto analyze customer information deeply) · Operational CRM (automation, improvement and updating business processes based on customer supporting) · Collaborative

CRM(integration of customer interaction and communication

channels)· Strategic CRM (puts the customer first)Types of CRM: Answer

1:- CRM is a business strategy that aims to understand, anticipate and manage the needs of an organization's current and potential customers.

CRM is concerned with the creation, development and enhancement of individualized customer relationships with carefully targeted customers and customer groups resulting in maximizing their total customer life-time value.