Example of essay on walk before you run comity technology advisors

Business, Management

Reflection by Your Name

Customer Relationship Management (CRM) is a set of practices that organizations use in their interaction with clients. Comity Technology Advisors in the article Walk before You Run emphasize the importance of CRM for achieving organizational objectives and the ever-growing complexity of managing customer relationships in the modern environment, which is characterized by a two-way customer communication and rapid social media development. The authors also suggest that the use of software for CRM can help companies to capture all the relevant aspects of customer interaction and to raise CRM strategy on a new level.

The article mainly addresses marketers and business specialists, as those people are most likely to be involved in CRM. Since it is written in a very understandable way, it can capture both the attention of experienced CRM managers and people, who are just getting involved into the area of customer relationships.

In order to support the ideas presented in the paper, Comity Technology Advisors try to describe the complexity of the current customer interactions, while emphasizing the importance of high level of customer service. Additionally, the authors describe some of the features of their SugarCRM software, which can be beneficial for supporting CRM strategy.

In conclusion, the article strongly suggests that the use of modern technology in CRM activities is essential for successful customer

relationships management. It also promotes SugarCRM , as a tool that can greatly enhance CRM experience both for the customers and employees.

Although the challenges of CRM in the modern environment have been on the agenda of many business professionals, Walk before You Run makes little contribution to the development of the topic. In particular, the conclusion that focuses on SugarCRM and gives little attention to the previously discussed issues makes the article seem more like an advertisement rather than an educational paper.

References

" Definition of 'Customer Relationship Management - CRM." Investopedia, Web. 14 Aug

2012.