

Answer questions

[Business](#)



Task Question Persuasive profiling refers to the approximating the effects of the available strategies that can influence an individual and consequent adoption while taste profiling refers to the influence attributed to the taste of a product (Mridul, 56). Taste masking is one of the primary issues attributed to taste profiling. Taste masking ends up giving the customers a wrong perception or impression of the product.

Question 2

Customer relationship management is fundamental in organizations because it helps in retaining customers through solving the problems that they experience. Some of the CRM process includes solicitation, sales management, marketing and customer acquisition. Solicitation involves searching for customers and marketing involves advertising of products to create a new market niche. Sales management refers to the supervision of the selling process, selling price and discounts offered and the customer acquisitions refer to the process of getting a new customer for the firm's products (Mridul, 43).

Question 3

Customer facing applications are those applications where a firm's sales or field service and customer interaction representatives interact with the customers. The applications used in this case include sales automation, marketing, campaign management and customer-service support applications. Customer facing involves direct interaction with the firm's representatives. The marketing segment may include cross selling, up selling and bundling. On the other hand, the customer touching applications involves customer direct customer with online technological applications such as email, twitter, and face book among others. This implies that, face-

<https://assignbuster.com/answer-questions-book-report-samples/>

to-face interaction with the organization's representatives does not exist (Mridul, 89).

Work cited

Sen, Mridul. Business Management. Jaipur, India: Oxford Book Co, 2008.

Internet resource.