

# CRM

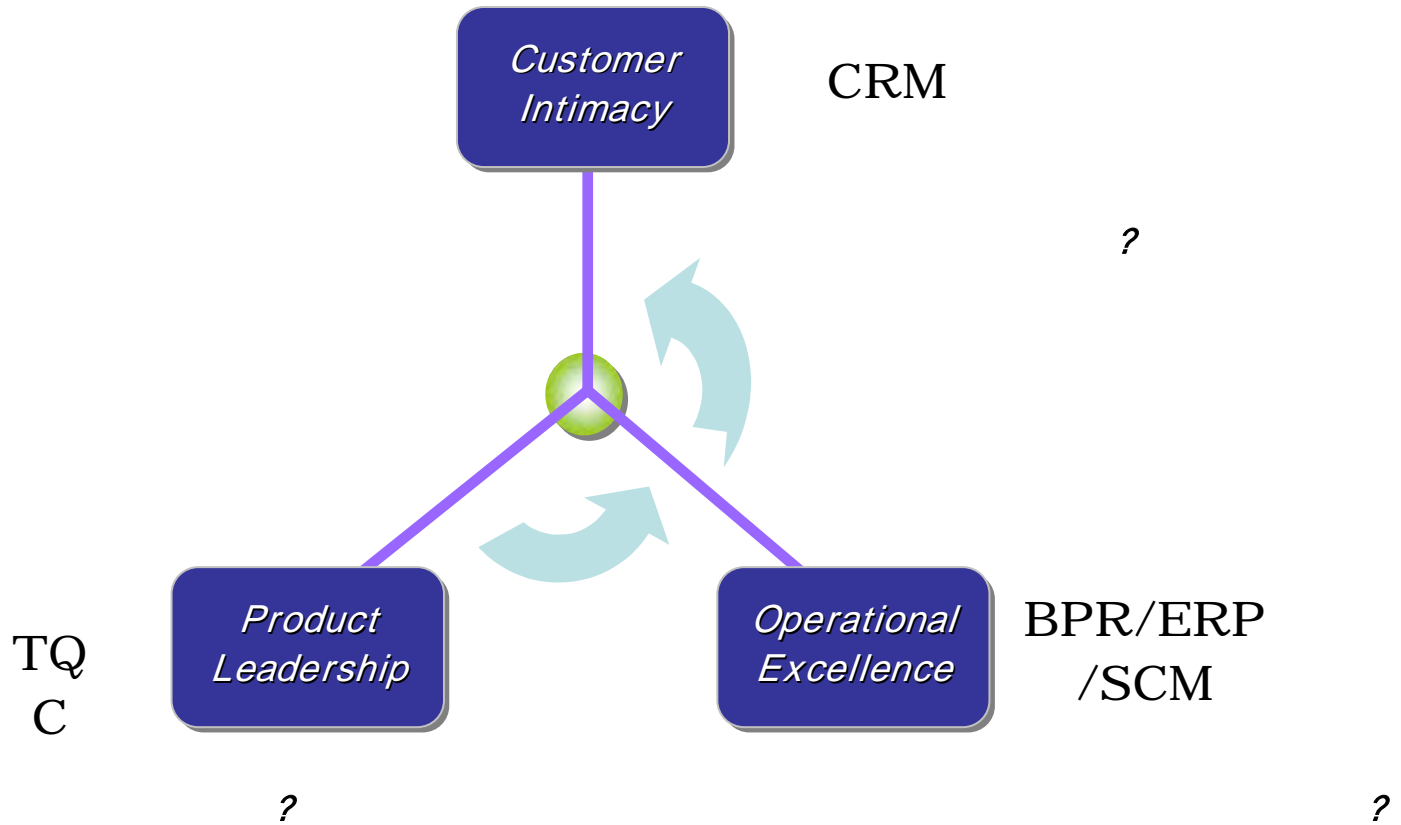
◆ CRM

◆ CRM

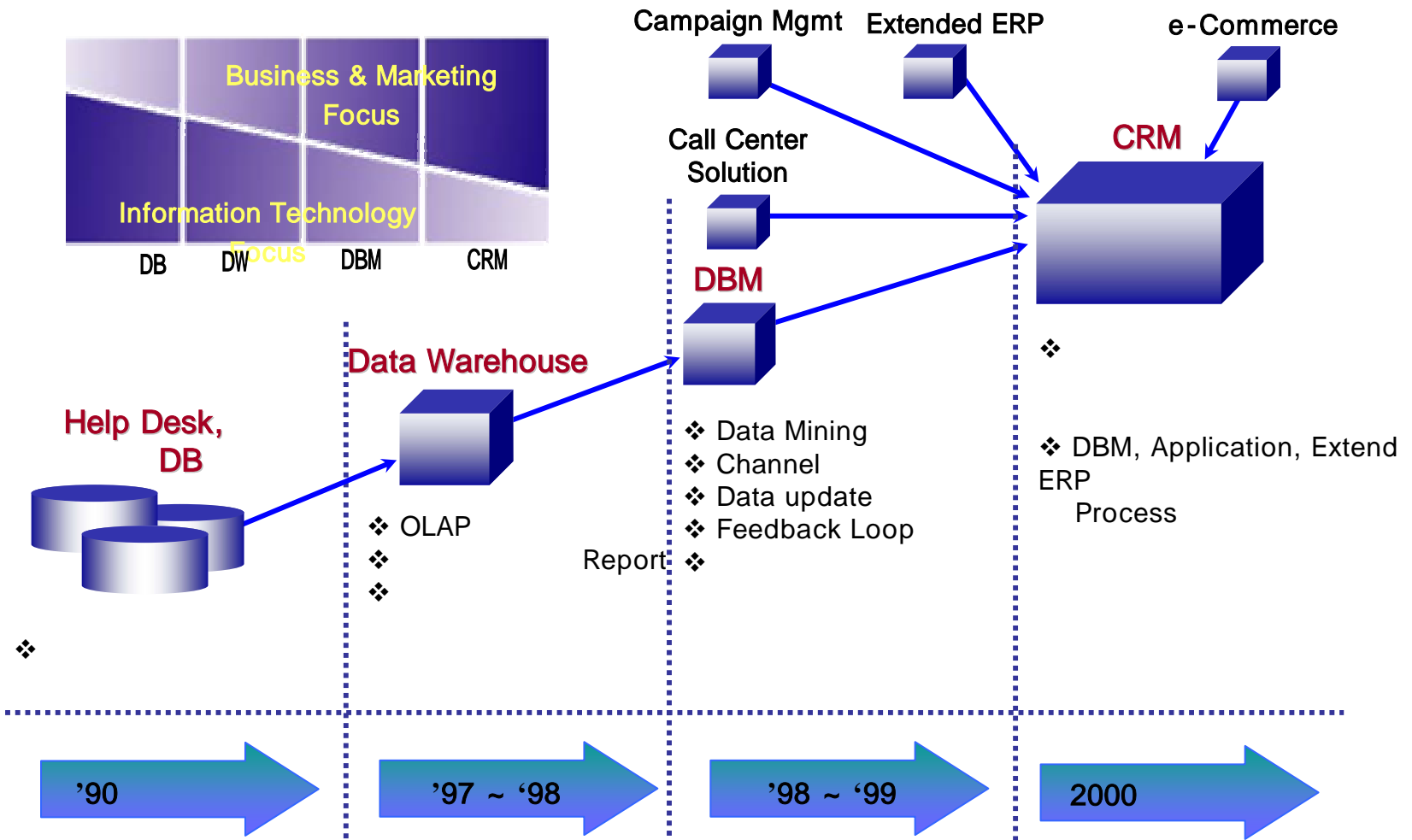
◆ CRM

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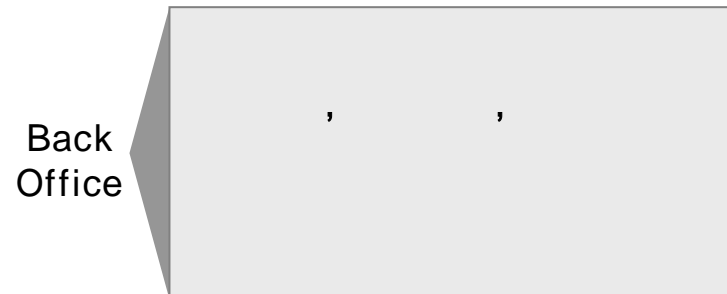
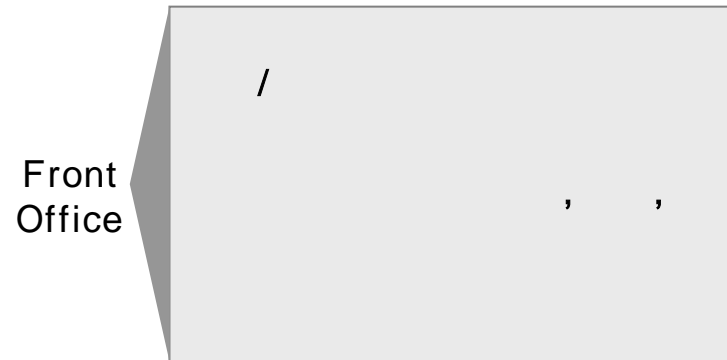
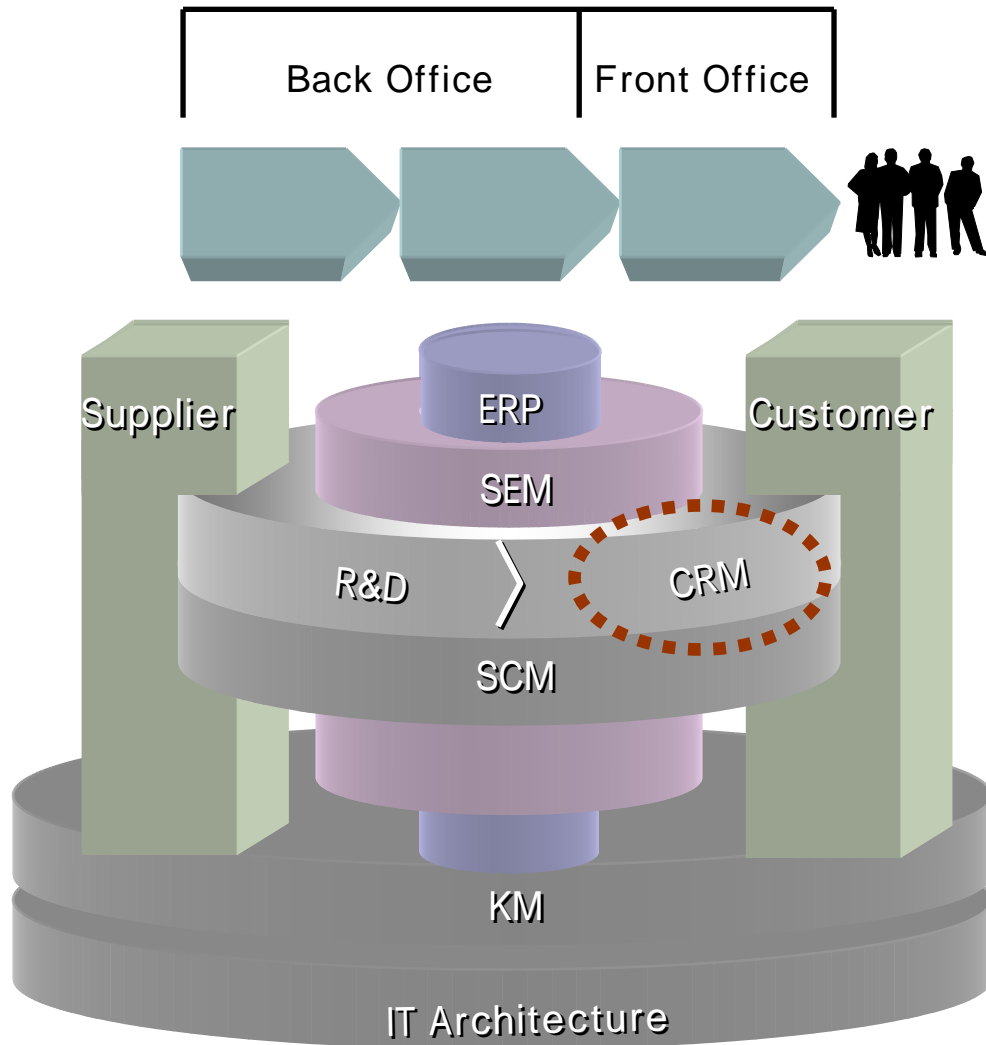
# CRM as a Key Value Driver



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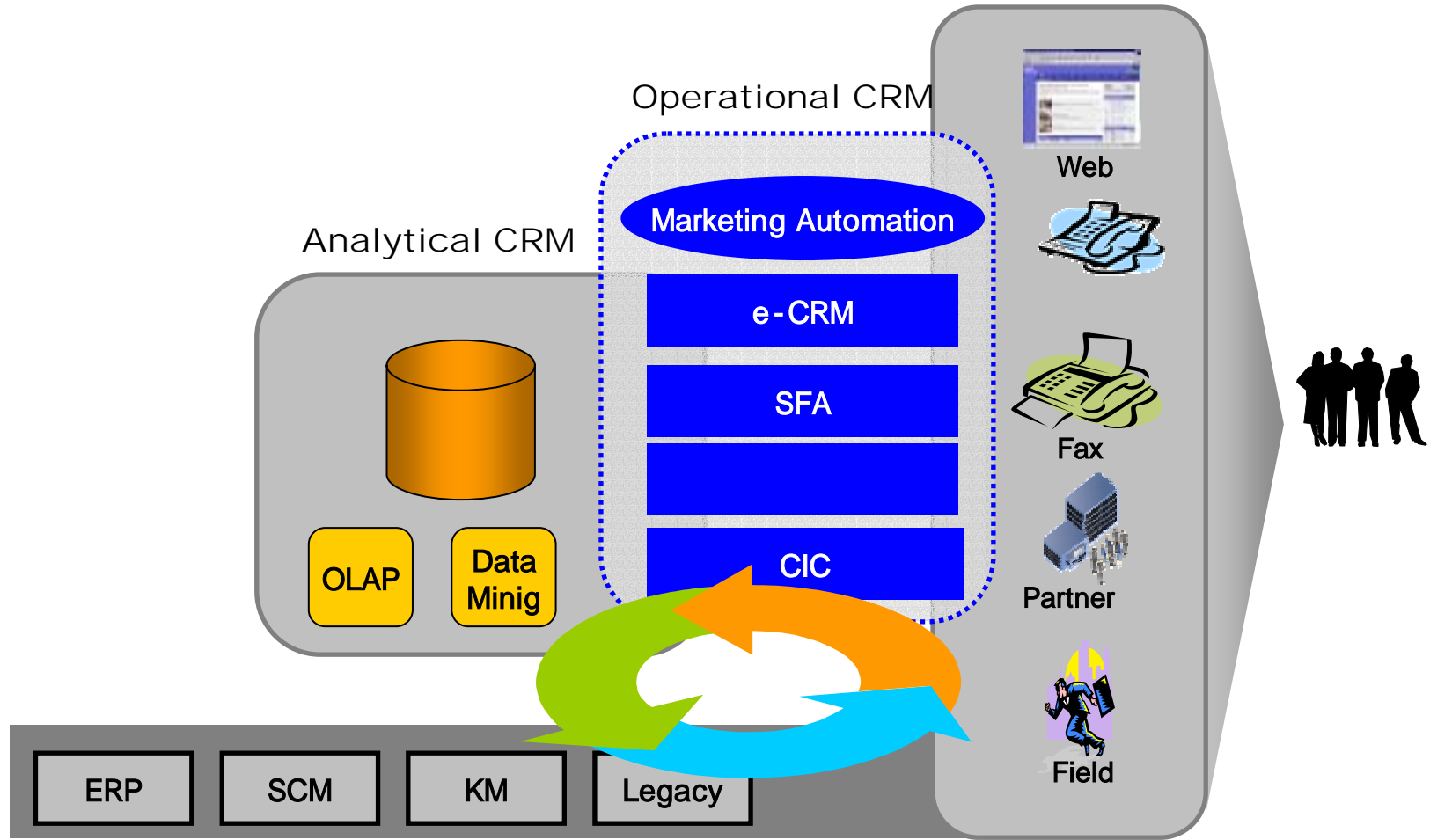


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- \* ERP : Enterprise Resource Planning
- SCM : Supply Chain Management
- KM : Knowledge Management
- CRM : Customer Relationship Management

## Collaborative CRM



\* CIC : Customer Interaction Center