

# CRM Implementation Matrix

		Customer dimension		
		Acquisition stage	Growth and retention stage	Decline and exit stage
Management Dimension	Analytical CRM			
	Operational CRM			

Each cell in the matrix corresponds to a specific implementation activity or process

Customer dimension: captures influence of changing phase of a customer-firm relationship

Management dimension: constitutes analytical and operational aspects of CRM

# Customer Relationship Management A Databased Approach

**Huangqi Zhang**



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