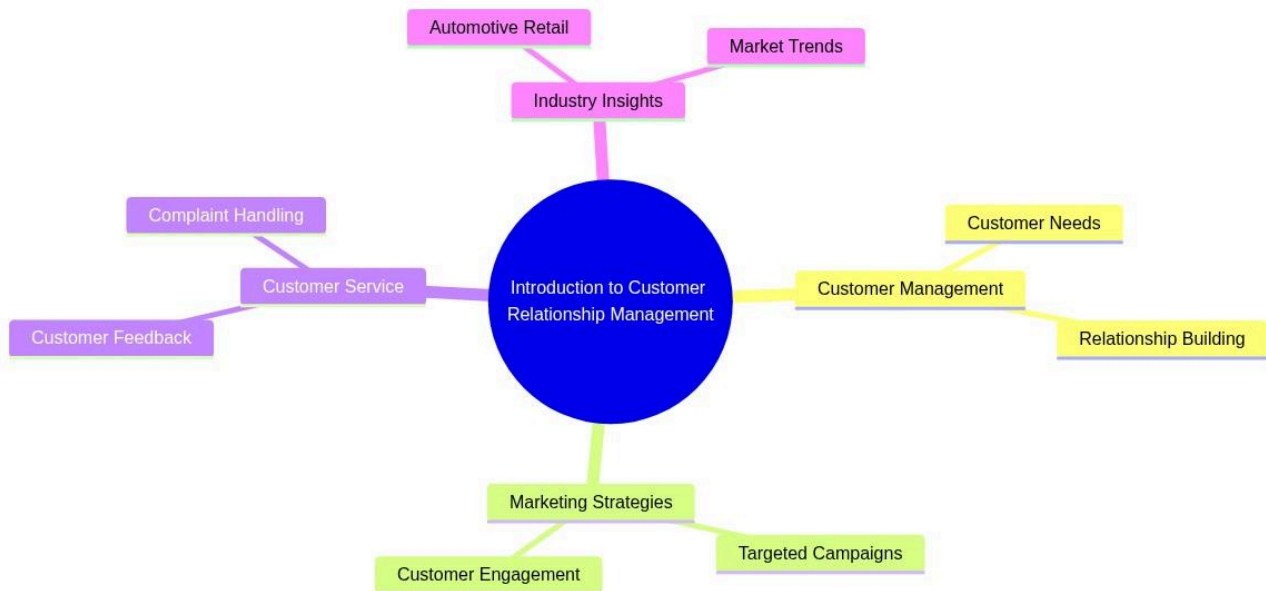


Undergraduate Certificate in Customer Relationship Management for Automotive Retail

# Introduction to Customer Relationship Management



mindmap

```
root((Introduction to Customer Relationship Management))
  Customer Management
    Customer Needs
    Relationship Building
  Marketing Strategies
    Targeted Campaigns
    Customer Engagement
  Customer Service
    Customer Feedback
    Complaint Handling
  Industry Insights
    Automotive Retail
    Market Trends
```