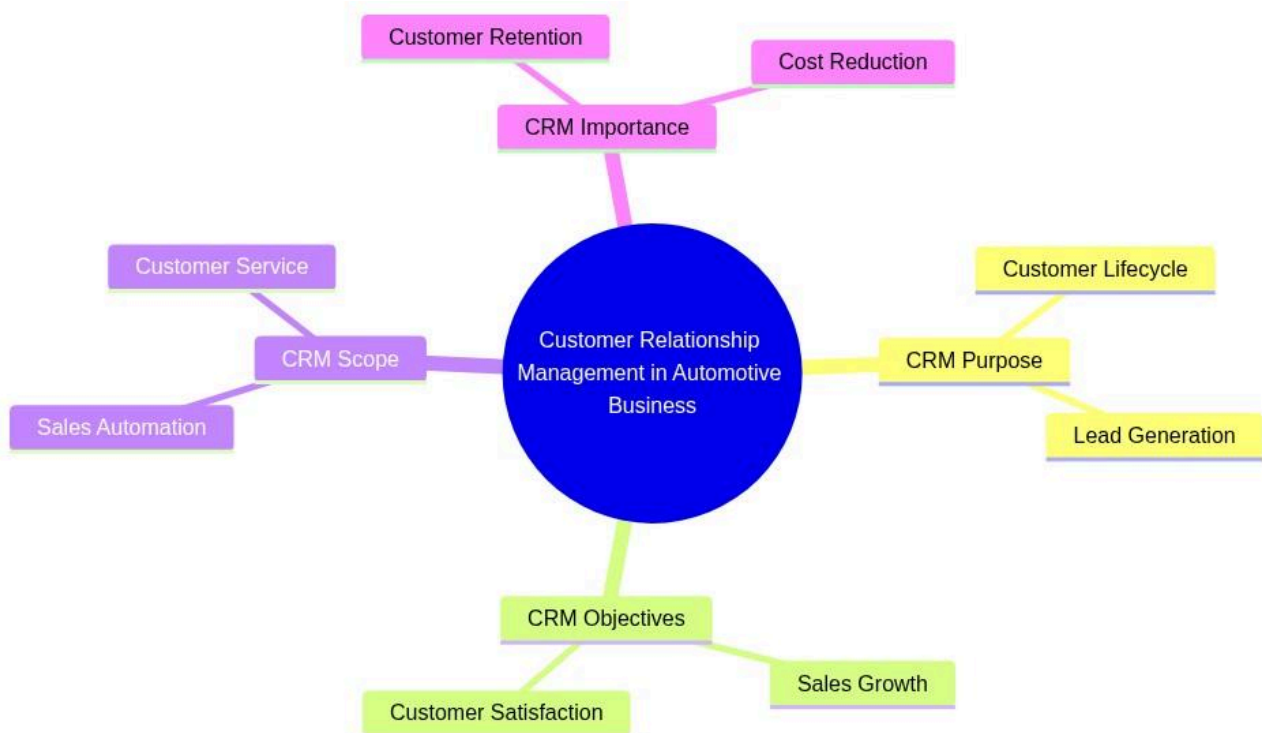


Professional Certificate in Automotive Business Strategy

# Customer Relationship Management in Automotive Business



mindmap

root((Customer Relationship Management in Automotive Business))

CRM Purpose

Customer Lifecycle

Lead Generation

CRM Objectives

Sales Growth

Customer Satisfaction

CRM Scope

Sales Automation

Customer Service

CRM Importance

Customer Retention

Cost Reduction