Customer Relationship Management (CRM) is a customer-focused business strategy which includes people, processes, and technology apart from marketing, sales and service. In the modern customer-driven economy, customer is the king and a company has to provide products and services better than its competitor’s. CRM has far-reaching implications for organizations.

The book “Customer Relationship Management” by N.H. Mullick is a book with extremely large usage of examples, illustrations and diagrams which makes it an interesting read. This book has an exhaustive coverage of the subject and also highlights the theoretical aspects of CRM and then embedding the same with the practices prevalent in the organization. It also tries to understand the gaps between the desired results and actual outcome in the adoption of CRM. The author talks of the various facets of CRM and provides a wealth of information to understand the subject.

Part I begins with the introduction of CRM. It explains the evolution of Relationship Marketing which has resulted in the growth of CRM solutions which improves customer orientation and sensitivity across the organization. It further explains the integration of CRM into the organization and utilization of customer data in order to know them better. In an organization there are different stakeholders – employees, dealers, sales and service professionals, systems, technology and processes which have to be aligned and integrated for optimal results. CRM software when implemented in the organization integrates these and increases the efficiency of the organization. Organizations adopt customer centric approach because of increasing competition as well as economic slide witnessed in the market. This forces customers to be selective in their approach and spend their money on those brands which offer them the best value. The concept of customer loyalty and retention is discussed next. The retention rate of the customer enhances the Customer Life Time Value (CLV). CLV is the amount of revenue or profit a customer generates over his entire lifetime. The objective of CRM can only be achieved by understanding the customers and creating collaborative relationships with them.

Part II of the book deals with Analytical CRM which includes discussion on Database Management and Data Analysis and Data Mining. A database is an organized collection of related data which forms the back-end for all applications. DBMS is a software programme designed to define, manipulate, retrieve, and manage the data in the database. It is helpful in tracking leads, reporting them, and communicating these further for data mining. It uncovers vital business intelligence aspects and helps the organization in choosing the best target market. It continues on to a discussion on data analysis and data mining. The need for data mining and its business value is also explained. It further explains the various data mining techniques, and building data models which are of two kinds: descriptive and predictive. The data mining software takes the help of advanced pattern recognition algorithms to go through the large amounts of data and extract meaningful information. This information helps the organization in taking better strategic initiatives which assists them in remaining successful in their markets.