

# CRM in Customer Engagement



## Better data organization.

By better data organization means to keep a record of all leads, contacts, customers and also sales and engagements got through them.

## Enhanced Communication



Communication between owners and customers is a key aspect of customer engagement. A simple method to manage your customers is to send regular email templates and set automatic reminders to the users.



## Shared Information

Information that you are going to share via email or messages should be appropriate for users. Users won't read a long message so just try to keep a short, simple and meaningful message to share information.

## Catching leads



CRM is not a process but a strategy to attract customers and you have to keep a proper record of leads and analysis of data should be carried out weekly.



## Know your numbers

You should be aware of the numbers, you should know your customers and schedule emails you send and have proper information related to them. Your numbers will help you to record your progress and you make your further plans accordingly.