

# **Strategic Customer Relationship Management: Building Loyalty**

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Business Planning and Strategic Management Tips by Melkisedeck Shine

## **Strategic Customer Relationship Management: Building Loyalty**

In today's highly competitive business environment, building and maintaining customer loyalty is paramount to the success of any enterprise. Strategic Customer Relationship Management (CRM) plays a critical role in achieving this objective. By implementing effective CRM strategies, businesses can not only attract new customers but also retain the existing ones for the long term. Let's explore some key points on how strategic CRM can help in building loyalty.