Abstract

Obviously, there is a strong competition among organizations and fast changes in the business environment. In this way, Customer Relationship Management (CRM) has become the main interest of researchers and practitioners particularly in the domains of Marketing and Information Systems (IS). In view of this, Organizations from different fields of business are increasingly engaged in development CRM projects to strength their relations with their customers in order to develop a competitive advantage as a weapon against the strong competition. This paper reviews CRM process and present suggestions for what a general process should include based on analysis of various models presented in CRM process. The main emphasis is laid upon the concepts of mission, analysis, planning, Implementation, and design across the CRM. The present paper will describe a more valid process to achieve customer acquisition, customer retention, customer expansion, and customer vision.