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## **How Customer Experience Management Technology Can Change**

The core of the marketing concept is the enterprises' dependency on the identification of the needs of the customers and satisfaction of its customers. The customer will become the focal point for company functions such as planning, strategic setting research problem development as well as marketing activities.

## **Marketing Concept And The Satisfaction Of Consumer Needs**

Thus, he defined relationship marketing as attracting, maintaining, and, enhancing customer relationships. By focusing on the value of interaction in marketing and its consequent impact on a customer relationships, a broader perspective espouses that customer relationship should be the dominant paradigm of marketing.

## **CUSTOMER RELATIONSHIP MANAGEMENT**

A business can never place too much emphasis on its customers. The customer is the foundation of any business' success. One of the primary goals of any marketing strategy should be to identify and ...

## **Customer Importance in Marketing | Chron.com**

Company: IBM. Originally featured in: Fab 15 Content Marketing Projects by Jeremy Victor. Description: IBM has long been a leader in gaming-as-content, breaking new ground with its business simulation game, called "CityOne." In this game, players solve problems in four key areas " banking, retail, energy and water.

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