

# **Managing Customer Relationships: A Strategic Framework**

## **By Don Peppers, Martha Rogers**

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## **[PDF]Multi-Agent Framework for Social Customer Relationship**

CRM is the strategy for building, managing, and strengthening loyal and long- lasting customer relationships. CRM should be a customer-centric approach.

### **Don Peppers - Wikipedia**

Don Peppers (born 1950) is an American best-selling business author, keynote speaker, and an expert on the customer experience. Peppers is a founding partner of Peppers & Rogers Group, a customer-centric management consulting firm. Managing Customer Experience and Relationships: A Strategic Framework

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