CRM is an interactive technical note that introduces key concepts in CRM in order for students to be able to understand and apply a customer-focused market strategy within an organisation.

The student will work in an interactive manner through different basic concepts such as:

- A definition of CRM
- The client life cycle
- Client centered economies
Using this interactive technical note, students discover the various phases of CRM and the factors to be considered in each one and the keys to drawing up customer-oriented strategies based on their life cycle. The material is supplemented by two educational videos by the author.