

## **Abstract**

CRM involves customer relationship management and is a software, a set of applications that automate the company's relationship with the customer and allow you to collect, store and process information about it. This information is obtained from various sources (marketing, sales, service, etc.). In the future, this provides company employees with the information necessary to better understand consumer needs and effectively build relationships with their customers and partners. Also, this system allows you to "connect" customers and employees of the organization by using multiple information channels (Internet, telephone and facsimile communications).