

# Description

Custom Relation Management comes with a basic setup that fits most companies, but you are supposed to fit it to your specific needs.

Many organizations differ greatly in ways that should affect the CRM: Delivery format, Customer journey, B2B vs B2C

If your company is special, so should your CRM be.

## User profiles

- Sales
- Phoners
- Managers

## Content

- Accounts, Followups
- Opportunities, Sales, Deliveries
- Contacts, Interests, Roles
- Activities, Meetings
- Products, Pricing
- KPI

## Relations

- Part of Delivery management at some customers
- Reuses data in Support system
- Includes Net Promoter Score (NPS)

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Revision #2

Created 3 April 2025 12:12:04 by Theis Villumsen

Updated 3 April 2025 12:12:39 by Theis Villumsen