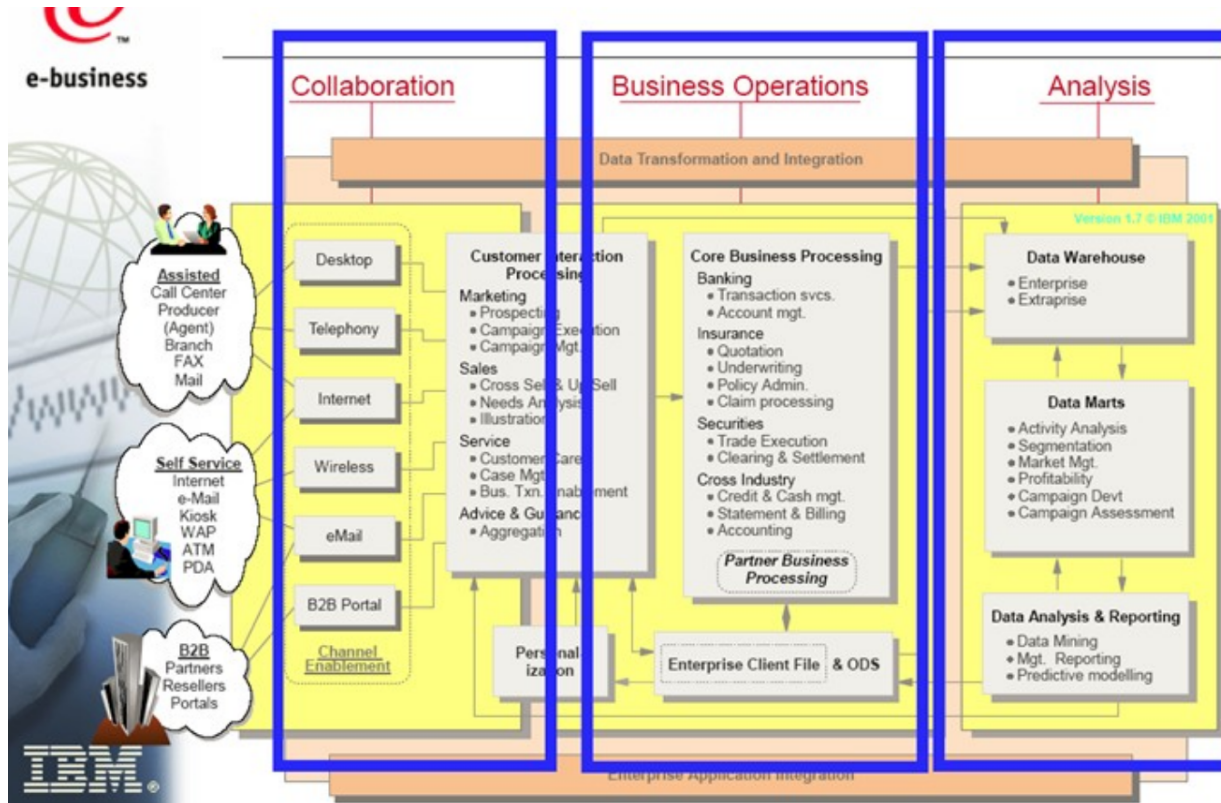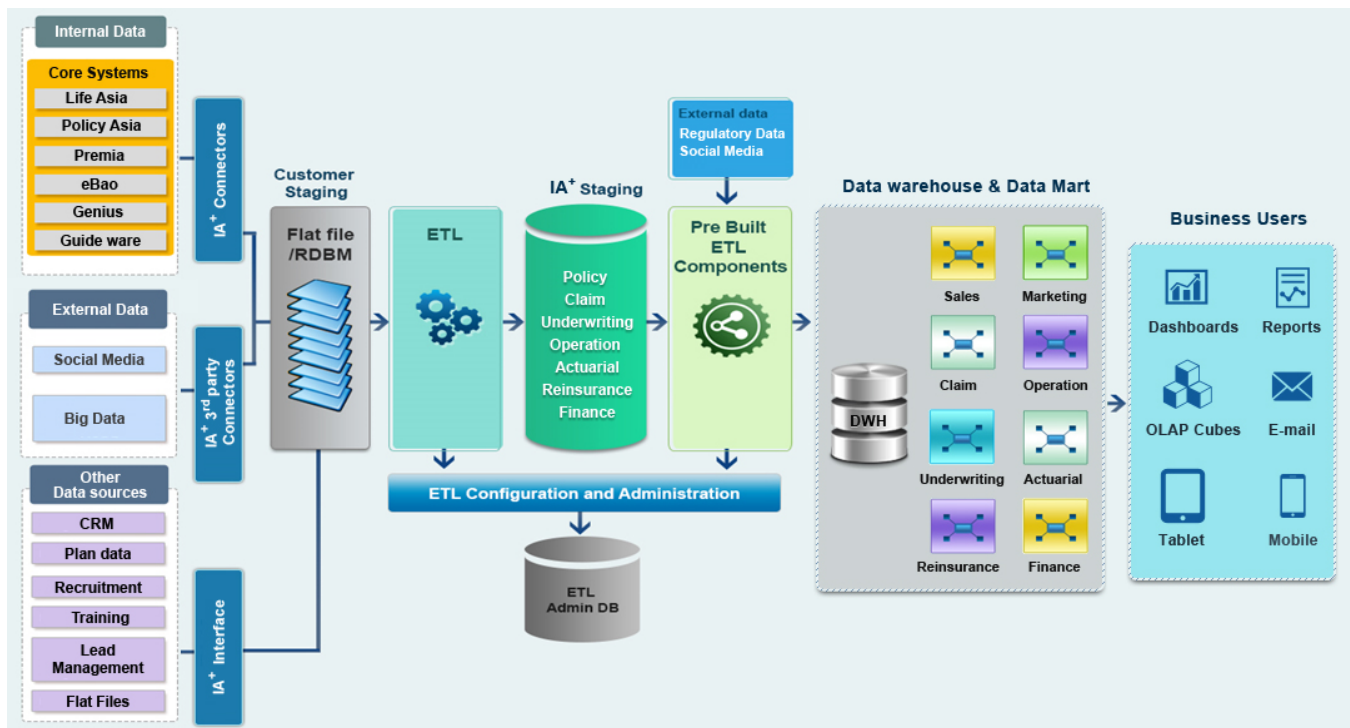# Customer Relationship Management

CRM(Customer Relationship Management) helps businesses build a relationship with their customers that, in turn, creates loyalty and customer retention. Since customer loyalty and revenue are both qualities that affect a company's revenue, CRM is a management strategy that results in increased profits for a business. At its core, a CRM tool creates a simple user interface for a collection of data that helps businesses recognize and communicate with customers in a scalable way. In order to maintain an edge in a competitive industry, insurance companies are increasingly focusing their efforts on improving their customer relationship management (CRM) strategies.

The below is a common CRM Architecture for Insurance defined by IBM.

Refernence: https://slideplayer.com/slide/5768393/

Below is drawn by GrayMatter that shows Centralized Insurance Data Warehouse and Data Integration Landscape.

Other InsurTech References

- Chatbots
- Customer Relationship Management
- Insurance Data/Intelligence
- Insurance Infrastructure/Backend
- Insurance User Acquisition
- Robotic and Cognitive Automation (a.k.a. RPA)