CRM works by gathering information about customers and analyzing the information collected.o Ensuring that the CRM provides a scalable architecture framework.With an effective CRM strategy, a business can increase revenues by: o providing services and products that are exactly what the customers want o providing better customer service o selling products more effectively o retaining existing customers and gaining new customers o providing guidelines to explore new marketing strategy o expanding the business and reaching all the customers through the web.Coupling CRM with other technologies like (Enterprise Resource Planning) ERP, Supply Chain Management (SCM), Management Information System (MIS) and Decision Support System (DSS) will yield better results to the organization.Customer relationships are vital business assets and the benefits of CRM to customers are increased convenience and speed of service and they help the organization to increase their ability to develop profitable customer-focused strategies.There are many goals that businesses have when implementing CRM techniques and applications.o Developing prototypes and making use of business models to understand the business processes effectively.o Storing unwanted and useless data wastes time and money which CRM eliminates.When a consumer scans the cards and then their items, the items that the customers have bought are entered into a database.