

Introduction Customer Relationship Management (CRM) refers to a strategy and set of technologies that help organizations build and maintain strong relationships with their customers. CRM software enables companies to streamline their interactions with customers by organizing contact information, managing communication channels, and automating marketing and sales activities. SAP CRM also supports key functions in marketing, sales, and service, and helps companies move through all stages of customer relationship development—prospecting, acquiring, servicing, and retaining customers. By combining these CRM functions with social media platforms, organizations can strengthen their engagement, enhance customer satisfaction, and achieve a more effective communication strategy. Together, these activities help companies provide personalized service, automate repetitive processes, and improve overall efficiency.