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In my previous article, I looked at [all that you need to know about customer strategy in CRM](#). In this article, I want to look at all that you need to know about customer care in CRM. Follow me as we are going to look at this together in this article.

When we talk about customers in either product-centric or customer-centric organisations, we are talking about a specialised centre that is saddled with the responsibility of resolving customer issues.

Many Organisations are now realizing the need to put customer issues on the front burner with dedicated staff to handle customer issues. The grave mistake that many organisations are making today is that the majority of them equate customer service with CRM. Some even assume that every dick and Harry can be a Customer Service Representative, this is wrong.

CRM is broader than customer service. In CRM, you are not only concerned about the CSR that is asked to attend to customer issues or complaints, but you are looking holistically at the whole organisational structure. You want to know why the business is on. What is their perception of their customers? Do they treat customers as one of those things? Are they doing business with customers' perspectives? All these come into play when we are considering CRM but they are not important for customer service.



[In a customer-centric enterprise](#), the entire members of the organisation are trained to place customers first and do business from their perspective. In this kind of organisation, profit is not the main motive of establishing business.

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A CRM-savvy organisation believes that profit will come, but not immediately. Their immediate concern is to exceed customers' expectations and gain their confidence. Once this is done, profit will start coming in torrents.

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Action Point

PS: I know you might agree with some of the points raised in this article or disagree with some of the issues raised.

Please share your thoughts on the topic discussed. We would appreciate it if you could drop your comment. Thanks in anticipation.

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