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Marketing Ecrm

**Electronic Customer  
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### **Electronic Customer Relationship Marketing Ecrm**

The eCRM or electronic customer relationship management coined by Oscar Gomes encompasses all standard CRM functions with the use of the net environment i.e., intranet, extranet and internet. Electronic CRM concerns all forms of managing relationships with

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customers through the use of information technology (I).. eCRM processes include data collection, data aggregation, and customer interaction.

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### **eCRM - Wikipedia**

Electronic Customer Relationship Management (ECRM) has become the latest paradigm in the world of Customer

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Relationship Management. ECRM is becoming more and more necessary as businesses take to ...

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Internet marketing is sometimes considered to be broad in scope because it not only refers to marketing on the Internet, but also includes marketing

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Management of digital customer data  
and electronic customer relationship  
management (ECRM) systems are also  
often grouped together under internet  
marketing.

## **Different Tools of Integrated Marketing Communications ...**

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Internet marketing is considered to be broad in scope because it not only refers to marketing on the Internet but also includes marketing done via e-mail and wireless media. Digital customer data and electronic customer relationship management (ECRM) systems are also often grouped together under internet marketing.

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## **Promotion | Boundless Business - Lumen Learning**

Enterprise application suite is an alternate name for such systems. ERP II systems are typically used to enable collaborative initiatives such as supply chain management (SCM), customer relationship management (CRM) and

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business intelligence (BI) among  
business partner organizations through  
the use of various electronic business  
technologies.

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