**STRATEGIC MARKETING RELATIONSHIPS**

**Learning Outcome 4: Activity 13**

**GROUP ACTIVITY**

**CRM systems and functions**

Read the report:

<https://s3-eu-west-1.amazonaws.com/assets.henley.ac.uk/legacyUploads/3-1-Big-Data-Full-article.pdf>

and the article:

<https://econsultancy.com/blog/66164-three-brand-case-studies-on-creating-a-single-customer-view/>

List two benefits to the business of having one view of the customer and two benefits of being able to track and review customers’ history. Critically assess the role of big data in CRM.

Be prepared to share your thoughts with the rest of the group.