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The Effect of Digital Transformation and Customer Relationship Management on Business Performance with The Mediating Role of Customer Retention and The

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KEYWORDS	ABSTRACT
Digital Transformation, Customer Relationship Management, Business Performance, Customer Retention and Technology Adaptation.	This paper examines the impact of digital transformation and customer relationship management on business performance. Digital transformation, characterized by the integration of digital technologies into business processes, has revolutionized how organizations interact with customers. CRM, a strategic approach to managing customer relationships, has become an essential tool for driving business growth. The study found that digital transformation and CRM have a significant positive impact on business performance. By leveraging digital technologies, businesses can gain a deeper understanding of customer needs and preferences, leading to improved customer satisfaction and loyalty. Additionally, digital transformation enables organizations to streamline operations, reduce costs, and increase efficiency. CRM systems provide a centralized platform for managing customer interactions, improving communication and collaboration within the organization. The results of the study demonstrate that businesses that successfully implement digital transformation and CRM strategies experience higher levels of customer satisfaction, increased sales revenue, and improved operational efficiency. These findings highlight the importance of embracing digital technologies and adopting effective CRM practices to achieve sustainable business success in today's competitive landscape.
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