Chapter 1 : What should I look for when choosing a forex trading platform?

To build strong relationships we need to be able to pace ourselves and share when it's appropriate and at a level that is consistent with the depth of the relationship.

Improved customer service efficiency and effectiveness Individualized marketing messages also called campaigns Connect customers and all channels on a single platform. In general, customers would have some questions, concerns or requests. CRM services provide the ability to a company for producing, allocating and managing requests or something made by customers. For example, call center software, which helps to connect a customer to the manager or person who can best assist them with their existing problem, is one of the CRM abilities that can be implemented to increase efficiency. In CRM, segmentation is used to categorize customers, according to some similarity, such as industry, job or some other characteristics, into similar groups. It can be defined as a subdividing the customers based on already known good discriminator. Improve customization of marketing: Meaning of customization of marketing is that, the firm or organization adapt and change its services or products based on presenting a different and unique product or services for each customer. With the purpose of ensuring that customer needs and requirements are met Customization is used by the organization. Companies can put investment in information from customers and then customize their products or services to maintain customer interests. Multichannel integration shows the point of co creation of customer value in CRM. CRM will let companies to interact with customers more frequently, by personalized message and communication way which can be produced rapidly and matched on a timely basis, and finally they can better understand their customers and therefore look forward to their needs. Firms can make and improve products and services through the information from tracking e. The firm heavily invests in screening potential cardholders. They implement CRM by marketing the right products to the right customers. The firm implemented personal greetings, collaborative filtering, and more for the customer. Consumer behaviour , Biology and consumer behaviour , and Buying decision Customer or consumer profiles are the essence of the data that is collected alongside core data name, address, company and processed through customer analytics methods, essentially a type of profiling. A customer is abstracted to information that sums up consumption habits so far and projects them into the future so that they can be grouped for marketing and advertising purposes. One research study analyzed relationships between consumers in China, Germany, Spain, and the United States, with over brands in 11 industries including airlines, cars and media. This information is valuable as it provides demographic, behavioral, and value-based customer segmentation. These types of relationships can be both positive and negative. Some customers view themselves as friends of the brands, while others as enemies, and some are mixed with a love-hate relationship with the brand. Some relationships are distant, intimate or anything in between. Companies can collect this information by using surveys , interviews, and more, with current customers. For example, Frito-Lay conducted many ethnographic interviews with customers to try and understand the relationships they wanted with the companies and the brands. They found that most customers were adults who used the product to feel more playful. These days, companies store and receive huge amounts of data through emails , online chat sessions, phone calls, and more. All of these are signs of what types of relationships the customer wants with the firm, and therefore companies may consider investing more time and effort in building out their relational intelligence. Social media such as Facebook, Twitter, blogs , etc. This helps convert data into profits for the firm. Stronger bonds contribute to building market share. By managing different portfolios for different segments of the customer base, the firm can achieve strategic goals. For example, Harley Davidson sent its employees on the road with customers, who were motorcycle enthusiasts, to help solidify relationships. Other employees have also been trained in social psychology and the social sciences to help bolster strong customer relationships. Customer service representatives must be educated to value customer relationships, and trained to understand existing customer profiles. Even the finance and legal departments should understand how to manage and build relationships with customers. These systems codify the interactions between company and customers by using analytics and key performance indicators to give the users information on where to focus their marketing and

customer service. The intention is to maximize average revenue per user , decrease churn rate and decrease idle and unproductive contact with the customers. The gamification of customer service environments includes providing elements found in games like rewards and bonus points to customer service representatives as a method of feedback for a job well done. Automation prevents this by having pre-recorded audio messages that help customers solve their problems. For example, an automated contact center may be able to re-route a customer through a series of commands asking him or her to select a certain number in order to speak with a particular contact center agent who specializes in the field in which the customer has a question. This also saves time on behalf of the employees. Therefore, these firms can both share their own opinions and also track the opinions of their customers. It can be used for networking or contact management as well to help increase sales based on location. For the best level of CRM operation in a B2B environment, the software must be personalized and delivered at individual levels. There are fewer figure propositions in business-to-business, but in some cases, they cost a lot more than business-to-consumer items and relationships in business-to-business environment are built over a longer period of time. Furthermore, business-to-business CRM must be easily integrated with products from other companies. Such integration enables the creation of forecasts about customer behavior based on their buying history, bills, business success, etc. An application for a business-to-business company must have a function to connect all the contacts, processes and deals among the customers segment and then prepare a paper. Automation of sales process is an important requirement for business-to-business products. It should effectively manage the deal and progress it through all the phases towards signing. Finally, a crucial point is personalization. It helps the business-to-business company to create and maintain strong and long-lasting relationship with the customer.

Chapter 2 : Working in a Virtual Team - Career Development From calendrierdelascience.com

CRM or Customer Relationship Management is a strategy for managing an organisation's relationships and interactions with customers and potential customers. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability.

Marissa is a skilled professional who works as part of a virtual team. Her teammates are all experts, and she enjoys being part of such a diverse and intelligent group. However, she finds the virtual side of her work challenging. She collaborates closely with two colleagues on specific tasks, but she has found it hard to build relationships with other teammates. As a result, team interactions can be strained and unsure, and conflicts can arise, which has resulted in some tension within the group. Virtual teams are commonplace. But, while they offer flexibility, increased job satisfaction, and higher productivity, virtual teams also come with a number of challenges that, if not addressed, can undermine goals, relationships, and team effectiveness. Virtual Teams Today In a study published by the Academy of Management Executive, the authors describe a virtual team as a "group of people who work independently with shared purpose across space, time, and organization boundaries, using technology to communicate and collaborate. The number of people engaged in virtual work continues to rise each year: The Telework Research Network states that there are currently 2. This is a 61 percent increase since One survey found that 44 percent of U. A study conducted by the Society for Human Resource Management reports that 37 percent of organizations have experienced an increase in the number of requests for "flexible work arrangements. Alongside Germany, the U. The BBC estimates that 1. Virtual teams can consist of professionals who work from home full or part time, others who take part in mobile work coming to a fixed office but working outside this space for part of the week , or people who work at a remote location. Challenges Working in a virtual team presents many challenges. Another major challenge is communication, especially when a virtual team includes members from different countries and cultures. Communicating by email, IM, or telephone can be difficult, because there are no visual cues such as body language or facial expressions to help people understand one-another and build trust. Last, it can be more difficult to voice your opinion in a virtual team, and it can be harder to resolve team conflict , which can increase misunderstanding and tension. Working Effectively in a Virtual Team There are many tools and strategies that you can use to work successfully in a virtual team. We look at these below. Communication Effective communication is important within a virtual team. Open, honest communication not only helps you avoid misunderstandings, but it will also increase your effectiveness. To find out how well you communicate, and to get tips on how to improve your weakest areas, take our interactive quiz, " How Good Are Your Communication Skills? An important part of communicating clearly is knowing how to listen. Try to speak as if everyone is in the room with you, and encourage people to ask for clarification if they miss something, or if the sound quality is poor. Also, try not to interrupt when others are speaking. If you work in a global team, learn good cross-cultural communication skills. Our article on Avoiding Cross-Cultural Faux Pas helps you avoid unintended or embarrassing mistakes with team members from different countries. When communicating with IM or email, be aware that messages can be misunderstood, particularly if they have emotional content. Raising Issues At times, you might need to raise issues with your boss or colleagues, or participate in other sensitive discussions. Giving feedback and delivering bad news is best done in person. You owe it to yourself and to your team to be honest about any issues that arise. Be assertive, and learn how to manage your emotions Last, learn good conflict resolution skills, so that you can manage conflict within your team objectively and fairly. Finding This Article Useful?

Chapter 3 : Customer-relationship management - Wikipedia

Customer Relationship Platforms At the center of all this, of course, is data. We live in the age of big data, and without it, AI would have nothing to base its decisions and intelligence upon.

This pre-release screenshot also depicts the use of simulated HDRR on the sunny sky and surface lighting. Most Wanted is set in an open world environment. The game takes on the gameplay style of the first Most Wanted title in the Need for Speed franchise. Most Wanted allows players to select one car and compete against other racers in three types of events: Sprint races, which involves traveling from one point of the city to another, Circuit races, each having two or three laps total and Speed runs, which involve traversing through a course in the highest average speed possible. There are also Ambush races, where the player starts surrounded by cops and must evade their pursuit as quickly as possible. Fairhaven resembles a regular city. It has a beach and an Industrial District. It has a main highway dubbed I that stretches across the city. Gameplay of Most Wanted has been likened to that of the Burnout series. Like Burnout Paradise , races have a start and end point but players can choose their own route to the finish line, a departure from the original Most Wanted, but similar to "crew challenges" from the sequel, Carbon. The game uses Autolog , the competition-between-friends system developed by Criterion for Need for Speed: Hot Pursuit , and since used in other titles in the Need for Speed series. Autolog in Most Wanted plays a larger role and gives more information to players. Activities in-game allow players to earn Speed Points which can boost players up on the Most Wanted list. Autolog recommendations have now been integrated into the game world, rather than sit externally on the menu system. One profile is used for all versions of the game, allowing the player to rank up on one format and continue progress on another. Most Wanted has a range of real-world vehicles, a mix of muscle cars, street racers and exotics, described as "the wildest selection of cars yet". Almost all the cars are available from the start, hidden in different locations throughout Fairhaven; the player has to discover them in order to unlock them. The Wii U version was retitled to Need for Speed: It includes content from the previously released Ultimate Speed Pack, [19] and offers three unique features that take advantage of the Wii U GamePad to make it the "Enhanced Version. The game also includes three secret vehicles which are exclusive to the Wii U version, all which allude to the Mario franchise characters Mario , Peach , and Yoshi. These secret vehicles can each be accessed via hidden entrances, shaped like the iconic Warp Pipes from the series, on various tracks. Finding all the secret vehicles unlocks secret license plates which further confirm the allusion of these characters. Warfighter and a new entry in the Need for Speed series later that year, which was shown by EA during a confidential presentation. However, the developer and what direction the racing series takes in was not revealed. Most Wanted 2 for pre-order. Most Wanted at E3. While EA had previously confirmed that a new Need for Speed was on the way, this was the first time its title had been confirmed. We really liked that. This game is all about being the Most Wanted among your friends. The trailer was followed by a live demo of the game on stage by creative director Craig Sullivan. That was how games were, they were more offline than online. There was more single-player than say, multiplayer. The Limited Edition features numerous bonuses over the standard edition, including "four hours of double Speed Points, custom liveries, pre-customized rollouts and two vehicles: Each retailer offered one of three "special edition extra pack", which consists of multiplayer cars with unique modifications that fit different play styles. Which of the "special edition extra pack" the player received depended upon where they pre-order the game. The demo packs four vehicles, each with their own races, challenges and unlockable mods. Speed Points racked up in the demo also carry over to the full game if the player bought it, up to a cap of 50, The app features the in-game maps, Speed Point tallies, allows to manage friend interactions, change profile picture, view speed walls, and keep up to the latest Most Wanted info via the news feed. Most Wanted, and covered information on the single and multiplayer mode of the game, and the Autolog 2. In total, there are 26 new High Speed Races and Speed Runs and 70 more multiplayer milestones, plus additional rewards and unlocks. Terminal Velocity is an airport world expansion. It also comes with eight new single-player events, new multiplayer milestones, plus additional rewards and unlocks. It also comes with eight new single-player sprint events, new multiplayer

milestones, a new Most Wanted event, and additional rewards and unlocks. Pre-release[edit] Need for Speed:

Chapter 4 : Social Media and Teen Romantic Relationships

Rob Israch, our CMO, recently took part in a webinar with Epi Ludvik Nekaj (), the founder and CEO of Crowdsourcing Week and Neil Gorenflow (), co-founder of Shareable, around the status and challenges of crowdsourcing, marketplaces, (including multi-sided platforms and the sharing and gig economy), and partner payouts.

Even though this suggests we might have difficulty engaging with strangers, marketers have no problem selling to strangers. We spam unsegmented email lists and display annoying pop-ups on websites. We spend exorbitant amounts of money on digital advertising â€"without even taking the time to learn about our audiences. Unsurprisingly, these efforts often lead to unexceptional results. So, is there actually any value in trying to go beyond one-size-fits-all marketing? Is there any value in bothering to determine how to segment prospects and what kind of segments we should use? In this early stage of the Relationship Era, the answer is almost certainly yes. It encompasses everything from new marketing processes and sales mentalities to unlocking potential for marketers and sales teams whose jobs should be easier now that companies are capable of gaining so much more information about everyone they come in contact with. With rapidly evolving technology, marketers absolutely have the means to nurture relationships with prospects. Why bother taking personalized marketing to the next level? Well, for one, consumers love it. But you already knew that. What you may not know is just how few companies are personalizing their marketingâ€"and how much of an advantage you can gain from doing it. Not every business has caught on to the Relationship Era yet, which, for companies that are adapting quickly, is good news. When Prospects Are No Longer Strangers Traditionally, businesses may have thought of prospects as strangers, but no longer. Information that, if used correctly, can help build pre-purchase and pre-subscription relationships. From customizing landing page copy to matching Google ad headlines to sending curated Twitter posts to followers with specific interests, the possibilities for marketing to prospects areâ€"without any hyperbole or exaggerationâ€"endless. Then, you can gather the rest of the information later. Marketers are also beginning to venture beyond their traditional tech stack as they discover the efficiencies of tools like customer relationship management CRM platforms, which are typically used by sales teams. Today, modern CRM systems are designed for the benefit of both marketing and sales teams, giving marketers newfound visibility into the prospects that sales teams are interacting with on a daily basis. Why is this important? Or as we like to call it, a win-win situation. This gives brands a huge opportunity to build meaningful relationships with customers and prospects that last for a long time. And more importantly, create relationships that can weather hiccups in customer service, product satisfaction, and bad press. These are all new and exciting possibilities, but they exist because of the long-established power of relationshipsâ€"which marketers are only just beginning to capitalize on. Most businesses will probably take the easy route and continue pushing out general marketing campaigns without putting in the work to understand prospects. But if this early stage of the Relationship Era is any indication, maybeâ€"just maybeâ€"marketing will finally stop talking to strangers.

Chapter 5 : 7 Key Habits For Building Better Relationships

Learn what a CRM app is, the different types of CRMs, how much they cost, how you can use one for customer relationship management, and the new terms you'll find in CRM software.

At the same time, even teens who indicate that social media has had an impact on their relationship whether for good or for bad tend to feel that its impact is relatively modest in the grand scheme of things. Among teen social media users with relationship experience: Boys are a bit more likely than girls to view social media as a space for emotional and logistical connection with their significant other. At the same time, even among boys this impact is fairly muted: Teens in our focus group explained the way digital communication platforms â€" social media as well as texting â€" can enhance and expand on in-person meetings. One high school girl noted: So I think he says more stuff, like how he feels through text. So it kind of makes [the relationship] stronger. One high school boy from our focus groups relates his strategy: And then you would go back and instead of talking to her, be like, sorry, I was in the shower or something like that. Or I was asleep? Do you know what I mean? You use different apps to talk to different girls. You can text one girl. One high school girl explains her calculus: At the same time, this self-presentation can sometimes appear inauthentic or phony to others. Teens are especially attuned to this type of social curation: Teens tend to experience each of these behaviors to a lesser extent in the context of their romantic relationships than they do in their broader friend networks. But a substantial minority feel that their partner acts differently â€" in positive or negative ways â€" on social media than he or she does in real life. On the other hand, there are no differences between boys and girls on the question of whether their partner is less authentic on social media than they are in real life. Teens from less well-off households, as well as those who have met a partner online, are especially likely to have done this. Among teens with relationship experience: Teens in our focus group explained specific ways in which a relationship might be displayed on social media. And then other times, on Instagram it says in their bio, they put like the date that they started going out. A high school boy explained what he believes must be on social media when dating someone. Focus group teens also noted that posting publicly about a relationship â€" noting the date you started the relationship in your bio, declaring your affection, posting photos â€" sometimes had to do with gaining a sense of status, expressing possessiveness or getting attention from peers: High school boy 1: You just want people to know. High school boy 2: Other focus group teens questioned how meaningful and authentic these social media displays of affection really were: A lot of people use it so loosely. Teens in our focus groups explained their concerns about people being overly involved, especially in breakups, and their discomfort with the permanence of posted content. One high school boy explained why someone might not want to post any details about their relationship on social media: Maybe they just want it to be their business. Just let it be the people you actually know who knows. As a high school boy explained: Because like more people ask questions and stuff like that. A high school girl explained: I mean, I feel like that would be me. One middle school boy explained: One of my friends, he can never come out. But he liked a girl that I liked and he asked her out, and she said yeah. And then he went home and I walked home with him and I went by his house and then he told his dad and his dad said I had to leave. And then his dad slammed the door and started screaming.

Chapter 6 : Best SRM Software - Reviews, Pricing & Demos

WHITE PAPER: ENABLING THE BUSINESS WITH SOCIAL RELATIONSHIP PLATFORMS The second biggest concern regarding the adoption of social media is a lack of internal skills and resources.

By Harvey Deutschendorf 4 minute Read While individuals may be highly brilliant and talented, few of us work in a vacuum; therefore our ability to develop relationships with others determines how successful we will be in our workplaces and in our relationships outside of work. These are skills like any other that can be learned and mastered if one recognizes the need and takes the time and effort to develop them. We can all become better relationship builders by clearing our minds and practicing a few basic necessary acts: Become A Great Listener Everyone has the basic desire to be heard and understood. Unfortunately few of us are taught how to be great listeners. Most people are too busy thinking of what they want to say next to really listen to what the other person is saying. When you notice yourself doing this, take a breath and correct your pattern by listening well. Ask The Right Questions The best way to let people know that we hear them is to make sure that we first understand what they are saying. To do this we dig deeper and ask questions. We repeat back to them what they said in our own words to make sure what we heard makes sense to us. This deepens the relationship and places us in the category of people they want to seek out and talk to. This tells us they are paying attention to us, and we all want that. When someone is speaking, focus not only on the tone of their words, but also their facial expression and body language. This will open doors to having deeper, more meaningful conversations that will lead to developing trust and stronger connections. They will tell us what is important in their lives, all we need to do is listen and pay attention. When they are speaking about a family member, an event, or a hobby and their faces light up, remember this factoid, as it is important to them. Some people known for building relationships keep a small portfolio of important information on significant people in their lives so they will have a written record to refer to in order to the keep facts accurate. Be Consistent And Manage Emotions People whose mood swings from hot to cold have a difficult time creating meaningful relationships. Regardless of how we are feeling, we need to be able to temporarily put those feelings aside to fully listen and engage others that are important in our lives. They will appreciate our honesty and openness. Be Open And Share When The Time Is Right We all know people who tell us their whole life story in the first five minutes of meeting us, totally oblivious to the fact that we likely have absolutely no interest in hearing it. Good relationship builders show they are sharing the feelings of the other by mirroring emotions of the person speaking. Sharing excitement, joy, sorrow, frustration, and disappointment helps connect us to others. This requires empathy and sensitivity to their feelings. Be Genuine, Confident, Humble, Trustworthy, Positive, And Fun People who build great relationships feel good about who they are and always look for the positive in their world. They genuinely want the best for others and want to see them succeed. The energy of people who are comfortable in their own skin, upbeat, and positive creates an atmosphere where we feel good, want to be around, and want to spend time with them. They always have time for the significant others in their lives. They are life-long learners who are always open to and looking for opportunities for self-improvement. To take the EI Quiz go to theotherkindofsmart.

Chapter 7 : Best CRM Software | Reviews of the Most Popular Systems

Consumers love to hear what other like-minded individuals and experts have to say. And, for businesses, customer insights are among their most important pieces of information and are critical for.

A trading platform is a piece of software that acts as a conduit for information between a trader and a broker. A trading platform provides information such as quotes and charts, and includes an interface for entering orders to be executed by the broker. Alternatively, some brokers offer software that is web based. These platforms often run using Java, a dynamic web language. The advantage of web-based trading platforms is that they can be used by almost any computer with internet access. Trading platforms are often available free-of-charge, but some brokers allow traders to purchase platforms that have a higher functionality for a fee. Other brokers provide platforms with different levels of functionality for traders who are more active. Online Forex Trading Online forex trading requires the same things from a trading platform that are required for trading any other type of security. The platform must act as a go-between for the retail forex broker and the forex trader. Platforms must also provide real-time and historical data to the trader and provide the him or her with access to all of the types of orders that need to be available to trade forex efficiently. For more on this, read Place Forex Orders Properly. Some factors to consider when looking for forex software are: If there is a nominal charge, what additional features are made available? What technical indicators are available in the charting component? Can you trade from the charts? What is the order interface? What types of orders are available? Is historical data made available through the software? Does the platform allow for backtesting of strategies? Is the graphical user interface GUI pleasing to look at? Is the GUI conducive to monitoring a lot of information at once? Does the platform have an API that allows additional software or programming? Most forex brokers allow customers to open a demo account prior to funding a full account or mini account. For more on this topic, see our Forex Market Tutorial.

Chapter 8 : Do You Need a Data Management Platform? - Smarter With Gartner

For CRM software to work for your company, you need to make sure that the teams and individuals who will use that software are equipped to deal with the increased customer base that the software has the potential to bring on board.

Phone numbers are hard enough to remember, let alone the email and mailing addresses for everyone you know. All we have to do is say Siri, call bob. Originally published December 24, ; updated August 3, with additional details and updates. What is a CRM? A CRM will help you know what to talk about the next time you meet a client. Customer relationship management software are tools to organize your contact info and manage your relationship with current and prospective customers, clients, and other contacts. A good address book app like Google Contacts lets you list your contacts, add detailed contact info, write notes about each contact, and find email messages they sent you in Gmail. You can even organize contacts into groups, perhaps to keep customers in one list and new leadsâ€"people interested in your productsâ€"in another. A CRM app will do that and more, thanks to the R in its name: CRM apps typically are built around relationships. A CRM will help you get the big picture of your contacts, and help you know exactly what to talk about the next time you meet or email someone. A CRM is like your own mini social network filled with details about the people most important to your business. A better idea is to use a CRM app, software designed specifically for contact relationship management. All are great for managing contactsâ€"each with their own features focused on specific use-cases. Which CRM is Best? Some teams just need a quicker way to get in touch with clients; others need to approach each contact as a project, working for weeks to get a sale. Here are the four main types of CRM software: These tools are built around the conversations your team has with your customers and contacts. You can then easily see what other people in your team have talked about and refresh yourself on what to say before emailing or calling a client. Conversation CRMs are like smarter team email apps that turn all the messy inboxes across your company into an organized place that helps you stay in touch with the people who matter most. The CRM helps you log the steps, tracing the interactions that led from the first contact to the finalized deal, and is crucial for working together in a sales team that otherwise would struggle to know exactly where the deal stood at any given time. And if you have a marketing CRM, it can. They then also include automated workflows that help you, say, automatically send an email to a lead the day after they click a link in a marketing email you sent them. These apps tend to be a bit more expensive than their competitors, but can also help you close your next sale faster. Feel lost when you open a CRM? These are the terms you need to know to find your way around. The simplest of all, Contacts are people. Some contacts are special: Typically, these would be the people inside your own company that use the CRM app. Each of them may have a Role, or a particular set of permissions in the appâ€"your sales team might not have access to your Suppliers list, say, while perhaps only HR can edit details on your team Profiles. Each campaign will list the contacts and companies most crucial to that marketing campaign, along with results, notes, and more. This extra data gives you more ways to filter and sort through your CRM. Activity is usually listed in a Facebook-like news feed so you can look over them easily. Many others, like Zoho CRM and Cloze, let you store up to 25, contacts for free, plenty to get your business off the ground. Or, open-source CRM apps let you manage contacts on your own server for free. Otherwise, nobody is going to update or maintain it. Once you have a CRM, use it for that. Then, with all the selection, it can be tough to pick one CRM for your team. So try a few, see how they fit your work styleâ€"and decide which type of CRM your team needs. Then at the free trial period, pick one CRM and commit. CRM apps can help you make order out of the chaos of your interactions with people, letting you focus on your customers instead of always trying to find out what was said last.

Chapter 9 : Need for Speed Payback - Car Racing Action Game - Official EA Site

AgentCubed's simple solution eliminates the need for multiple systems by allowing access to all customers in one easy-to-use platform. AgentCubed offers insurance agencies (health/P&C) and health plans the features they need to

convert a lead to a customer.