

TG NoS meeting  
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# Customer Relationship Management (CRM)

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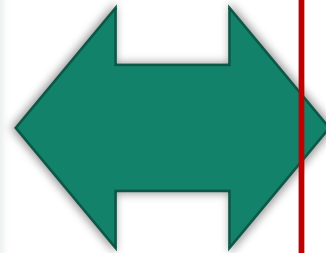
Trusted science for safe food

## Private sector



**Focused on Marketing and Financial**

- Acquire new customers
- Build customer loyalty
- Retain existing customer
- Raise customer profitability
- Target valuable customers



## Public sector



**Focused on Social and performance aspects**

- Engage with customers
- Increase customer participation
- Build positive reputation
- Lower service delivery costs
- Target neediest customers

