

CRM Applications - Finance & Real Estate

- ❖ **Online services...priceless - Julie Hanson:** Learn how MasterCard has found a way to provide better customer service, reduce expenses and get productivity gains from its own frontline staff through a self-service extranet called Member Services Online. (http://www.cio.com/archive/020103/overview_sidebar_2.html, Feb 1, 2003)
- ❖ **In the Real World: A Real Estate Revolution - Erin Schoeniger:** Learn about how Realmatrix is successfully leading the change in the real estate business. (<http://www.unisys.com/commercial/insights/articles/articles.htm?insightsID=20669>)
- ❖ **Branching Out - Michael Fitzgerald:** Learn how Commerce Bank puts the fast food into banking to make its customers happy. (<http://www.cioinsight.com/article2/0,1397,1753864,00.asp>, January 5, 2005)
- ❖ **The Road Less Traveled: Merrill Lynch & Co. - Jeffrey Rothfeder:** When asked to slash its human resources budget, Merrill Lynch found out another way to cut overheads without sacrificing service. (<http://www.cioinsight.com/article2/0,1397,1551489,00.asp>, March 1, 2004)