

## CRM Applications - Office Solutions

- ❖ **Microsoft B2B Site Case Study - Alex Barnett:** This article is about how Microsoft developed their online offering to complement the offline offerings as part of an improved CRM program to improve customer satisfaction levels. ([http://www.digital-web.com/articles/microsoft\\_b2b/3](http://www.digital-web.com/articles/microsoft_b2b/3), September 08, 2004)
- ❖ **A CRM Success Story - Christopher Milliken:** Learn how Boise Office Solutions went about their CRM by providing their customers with more economic value. (<http://www.cio.com/archive/110102/perspective.html>, November 1, 2002)