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# Development of Key Competences in CRM Field and E-learning

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This paper is focused on support for optimal key competences in the CRM (Customer Relation Management) field. In order to carry out complex work with these applications, IT (Information Technology) users need optimal key competences. Default CRM course is limited, however, by the time and scope of the selected topics. The presented solution for this reality is based on the monitoring of frequently required competences and searching out optimal CRM applications to adopt the needed skills in education. For a comparison, NetSuite CRM, Salesbox CRM, Salesforce CRM are selected. Salesforce CRM provides the most integrated activities. Unfortunately, there is not a CRM application offering all the specified activities and teachers have to select other CRM applications for students to

understand the CRM field better.

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