

Customer Relationship Management

Type of Outreach

Organization

Contacted By:

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"CRM (Customer Relationship Management) tool to track outreach contacts, materials distributed, and follow-up efforts. Always implement policies to standardize PR activities, ensuring alignment with NA traditions and concepts. This is to strengthen the internal infrastructure of the PR subcommittee to ensure long-term sustainability, effective communication, and alignment with NA's regional, zonal, and world PR initiatives.