



**Sudan University of Science & Technology
College of Graduate Studies**

**Impact of Customer Relationship Management: Approach on
Customer Satisfaction as a Case Study Agricultural Bank of
Sudan**

**أثر تطبيق منهاج إدارة علاقات العملاء في رضا العملاء
دراسة حالة - البنك الزراعي السوداني**

A Thesis Submitted for M.Sc. Degree in management of Quality and Excellence

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