**Abstract**

This paper addresses the implementation of Customer Relationship Management (CRM) in insurance companies. we reviewed several specialized papers addressing regional and international solutions for customer relationship management. We focus on strategies used in sales management with reference to the standards of customer service and the models used in customer relationship management. The aim of the authors is to present the benefits resulting from the application of new technologies, thus estimating the pace of change, the new opportunities and the need for flexibility in the relationship with customers. Along with the technological component the human component is also present in order to ensure the successful implementation of CRM.