

# Using Customer and Member Management

The purpose of this topic is to describe the Customer and Member Management functions in Aptify. This topic is primarily concerned with Persons, Companies, Contact Logs, and Topic Codes. All these services concern an organization's customers or members, whether the customers are individuals or institutions.

In Aptify, internal information about an organization and its employees is gathered in Organizations and Employees records. By contrast, information about customer organizations and personnel is gathered in Companies and Persons records. Contact Logs gather information about customer contacts. Topic Codes associate a person or company with an area of interest that an organization can use to target marketing efforts or to track the characteristics of customers/members.

This topic contains the following sub-topics:

- [Using the Companies Service](#)
- [Using the Persons Service](#)
- [Managing Address Information](#)
- [Managing the Contact Log Service](#)
- [Managing Topic Codes](#)
- [Managing Tasks](#)
- [Using Membership Best Practices](#)
- [Understanding Customer and Member Management](#)