



KARNATAKA STATE OPEN UNIVERSITY
Mukthagangotri, Mysuru – 570006

B.COM. PROGRAMME

II - YEAR



COMPANY LAW

Course – V

BLOCK –V

**DEPARTMENT OF STUDIES AND RESEARCH
IN COMMERCIAL**

Karnataka State Open University
Mukthagangothri, Mysuru - 570 006

II B.COM
COMPANY LAW
COURSE - V

Department of Studies and Research in Commerce

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E-CUSTOMER RELATIONSHIP MANAGEMENT IN SERVICE SECTOR: AN INDIAN PERSPECTIVE

Dr. Mahesha V.*

Naveen G.V.**

ABSTRACT

Customer Relationship Management (CRM) is defined as the aligning of business strategy with the corporate culture of the organisation, along with customer information and a supporting information technology of the customer interactions that promote a mutually beneficial relationship between the customer and the enterprise. Primarily, the CRM is a business strategy, but it is a business strategy enabled by the advances in technology. Widespread implementation of customer information, Enterprise Resource Planning systems, sales force automation, and integrated point-of-sale systems have made customer information readily available in large volumes. Reduced costs and higher levels of performance for database management platforms allow us to gain access to this customer information and gain new insights into our customers and their behaviour through a variety of analysis methods. It is very well said that it is twenty times costlier to attract a new customer than to retain the present one. This study will highlight important tasks of CRM, and then it will study different selected service sectors viz. Star Hotels, Banks and retailing. This study is being carried out in Mysuru city. This study will also identify the areas where these sectors are lagging behind and what is the potential for development of use of technology in CRM.

Key words: CRM, Technology, Strategy, Database, Performance, E-CRM

INTRODUCTION

Beyond the glamour of developing the e-channel, business is investing heavily to deploy customer relationship management in traditional channels. In most cases, these capabilities are developed independently, requiring expensive integration later on to achieve the vision of true customer relationship management on an enterprise-wide scale. Integration of these resources is one of the key challenges of successful deployment of CRM across the enterprise. This is because it has a direct impact on the consistency of the customer experience with the enterprise. So how does the enterprise integrate systems across functions and channels? It does not happen by accident, but through foresight and planning. All the functions and the channels must come together to develop an enterprise wide strategy for CRM. Only then can the enabling information technology be fully integrated with maximum efficiency and effectiveness. This technology spreads customer information through the enterprise and it must be based on unified information architecture.

Only through the integration of marketing, sales, fulfilment and service across business partnerships, the direct sales force, the telechannel and the e-channel, is the vision of customer relationship management realized. Customer information must flow like water

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