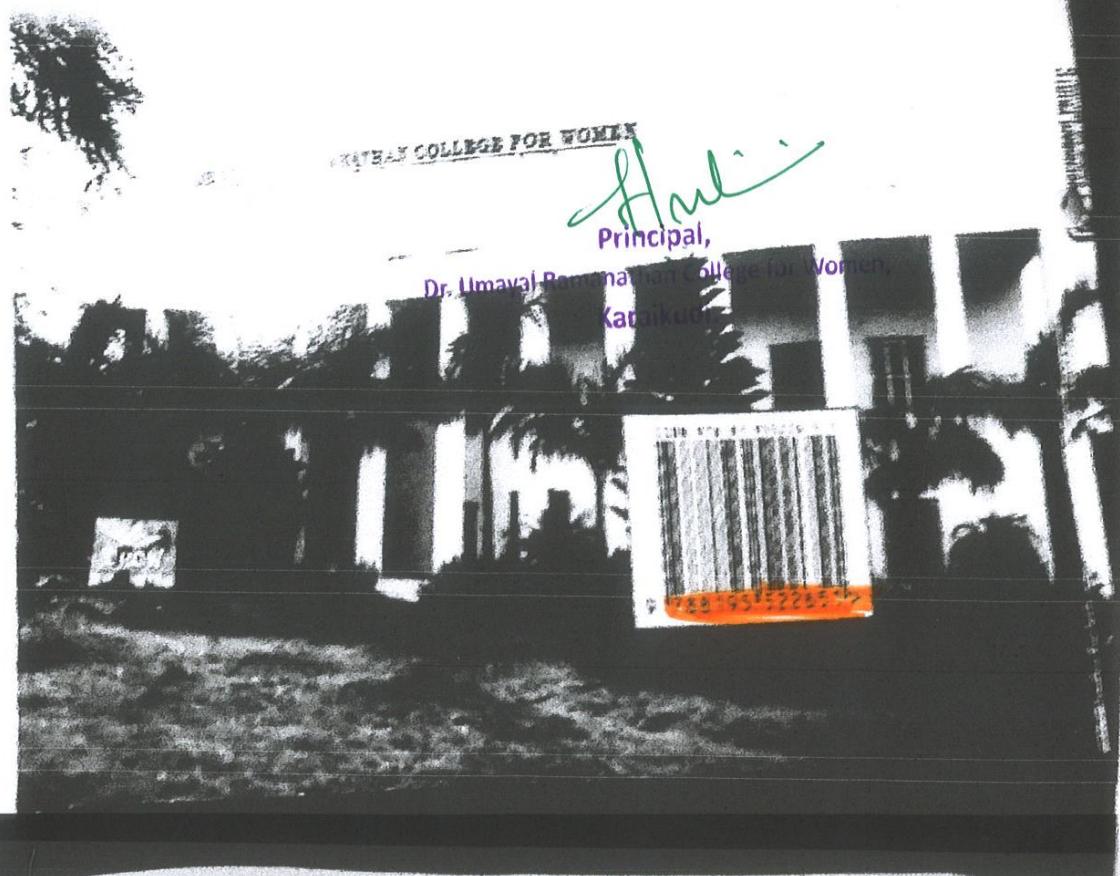


The main objective of this Conference:

- To provide a comprehensive understanding of emerging technologies such as Artificial Intelligence, Blockchain, IoT, and Cloud Computing, and how they can be leveraged to accelerate business value.
- To showcase real-world case studies and success stories of businesses that have successfully implemented emerging technologies to drive growth, efficiency, and innovation.
- To discuss the challenges and opportunities that businesses face in adopting and implementing emerging technologies, and how to overcome these challenges.
- To provide a forum for students to showcase their research findings, ideas, and innovations related to emerging technologies and their impact on business value.



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Principal,  
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## A STUDY ON RECENT TRENDS IN CUSTOMER RELATIONSHIP MANAGEMENT

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### Abstract

Customer relationship management (CRM) is a combination of people, processes and technology that seeks to understand a company's customers. It is an integrated approach to managing relationships by focusing on customer retention and relationship development. CRM has evolved from advances in information technology and organizational changes in customer-centric processes. Companies that successfully implement CRM will reap the rewards in customer loyalty and long run profitability. However, successful implementation is elusive to many companies, mostly because they do not understand that CRM requires company-wide, cross-functional, customer-focused business process re-engineering. Although a large portion of CRM is technology, viewing CRM as a technology-only solution is likely to fail. Managing a successful CRM implementation requires an integrated and balanced approach to technology, process, and people.

**Keywords:** Customer relations, CRM Trends, Relationship marketing, Integration

### INTRODUCTION

This CRM introduction aims to explaining what the CRM is in a nutshell and making it easier to realize the tremendous benefits of purchasing Customer Relationship Management software that will help drive more customers thus more profit towards you and makes your life easier.

Today growing businesses manage customer connections and information in a variety of ways. Some use old fashioned note cards and Rolodex. Others store information on their mobile phone while on the go or while having no means of accessing a Personal Computer or a laptop. Others use Excel spreadsheets or Google documents and that is the most common case. While that may help in the short term when you have a small team and don't plan on scaling up your business, if you want to scale up for fast growth, it may be time to consider a CRM system to help you collect your precious business data in one place, make it accessible via the cloud, and free up your time to focus on delighting customers rather than letting valuable insights and information fall through the cracks while you are on the go. A Cloud CRM System would be perfect for satisfying all of your business needs while being able to access the important data you need from anywhere with an internet connection available. Mainly, the CRM Software allows businesses to manage business relationships, the data and the information associated with them. Successful CRM software solution are built around the people and relationships as in any business, you need to establish strong relationships with your customers. You as a business owner connect with the people who need your products or services. CRM is a strategy and technology that is used to build stronger relationships between organizations and their clients. An organization will store information that is related to their clients, and employees will analyze it to use it in forecasting and making reports.

### Review of Literature

Perry (2012)<sup>1</sup> viewed customer relationship management as an information industry term for methodologies, software, and usually, internet capacities that help an enterprise manage customer relationships in an organized way. Mueller (2010)<sup>2</sup> customer relationship management aspect of the business as a highly dynamic, and convincingly argues that businesses have to adopt a proactive approach in devising relevant programs and initiatives in order to remain competitive in their industries. (2008)<sup>3</sup> take a global approach to customer relationship management issues in "Customer relationship management: a global perspective." The importance of this specific work to the proposed research can be explained by comparing customer relationship management principles to those used by other multinational retailers in a global marketplace.

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