A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES BY SELECTED ORGANIZED RETAIL STORES IN JAIPUR CITY

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‘BETTER RETAILER SERVICE, THE MORE CUSTOMERS YOU WILL WIN, AND RETAIN’

ABSTRACT
The importance of customer relationship management has been rapidly increasing for creating and maintaining customers by organized retail stores in the present scenario in today’s the highly competitive market. The various misunderstandings are prevailing on Customer Relationship Management (CRM) and it is always an avoidable concern among the service providers especially by organized retail stores, where retailers have their own way of managing their relationships with the customers. Under the current case study of CRM Practices in organized retail outlets in jaipur city, the researcher has discussed about strategies and practices to be adopted by these organized retail stores so that they can hold the customers. The aim of this case study is also to give various finding & identify those issues that has impact on customer expectations through implemented CRM by which retail outlets can improve and maintain their relationship with customers.

KEYWORDS: Organized Retail outlets, Customer Relationship Management, Customer Expectation, Database, Customer retention.

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