

# Department of Business Management organised a Paper Presentation on Customer Relationship Management

VILLA MARIE DEGREE COLLEGE FOR WOMEN



(AFFILIATED TO OSMANIA UNIVERSITY)  
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HYDERABAD, 500082.  
AN ISO 9001-2015 CERTIFIED INSTITUTION



DEPARTMENT OF BUSINESS MANAGEMENT (UG) BBA  
IN ASSOCIATION WITH IQAC  
ORGANIZES A

## PAPER PRESENTATION

CUSTOMER RELATIONSHIP MANAGEMENT



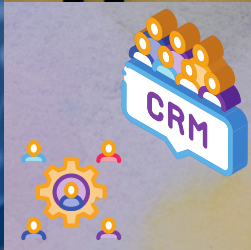
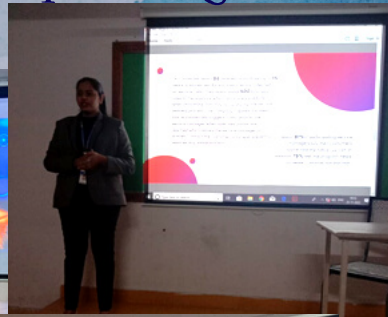
25 th November



8:30am - 9:20am



Room no. 2004



## RECOMMENDATIONS AND SUGGESTIONS

- The banking service organizations could design their offering based on customer knowledge strategy.
- BSNL could accept valid feedback from customers regularly and make sure that they satisfy and retain the customers.
- Life Insurance Corporation (LIC) could implement M-CRM, Cross-Selling, De-materialized policies and One counter payment of claims.
- Reliance Retail outlets could locate long term customers, impulse buyers, corporate buyers, and groups based on multiple integrated retail users to enhance the sales.



## Conclusion

Customer Relationship Management entails all aspects company has with its customers, whether it is sales or it starts with the foundation of relationship marketing. Or systematic approach towards utilizing information and dialogue to build long lasting mutually beneficial customer relationship. From the all above available data, it is clear to play a vital role in the service sector and how it is the service sector. It is concluded that all the organizations in the service sector are unanimous in the way they define Customer Relationship Management (CRM) and their understanding. However, this study has thrown sufficient light on the various CRM practices adopted and implemented by the organizations. The findings differ among the different service industries in the service sector.



Hyderabad, TG, India

Somajiguda, Hyderabad, 500041, TG, India

Lat 17.418920, Long 78.459647

11/25/2022 08:54 AM GMT+05:30

Note : Captured by GPS Map Camera



GPS Map Camera

Hyderabad, Telangana, India

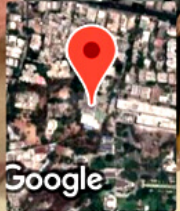
101, Somajiguda, Hyderabad, Telangana

500082, India

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