



THE CUSTOMER RELATIONSHIP MANAGEMENT IN TERMS OF BUSINESS PRACTICE

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ABSTRACT : The aim of the article is to present the results of the research on focus on the customer in relation to the use of customer relationship management in selected business subjects in Slovakia. The main goal of the research is the mapping of current state to ensure the principle of customer orientation and utilizing of CRM in organizations and industrial enterprises in Slovakia. This is the mapping of the current situation of that problem in practical conditions and determines potential opportunities for improvement.



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Key words : Customer, Customer relationship management, Business subject

Introduction : Customer relationship management (CRM) is a widely implemented model for managing a company's interactions with customers, clients, and sales prospects. It involves using technology to organize, automate, and synchronize business processes—principally sales activities, but also those for marketing, customer service, and technical support. The overall goals are to find, attract, and win new clients; nurture and retain those the company already has; entice former clients back into the fold; and reduce the costs of marketing and client service. Customer relationship management describes a company-wide business strategy including customer-interface departments as well as other departments. Measuring and valuing customer relationships is critical to implementing this strategy .

History of CRM goes back to the 60-ties when the ability to win and keep customers became one of the key factors of successful business. CRM as a philosophy gained ground in the 80-ties. Since then, it has experienced great development. Situation in the field of CRM copied the development all over the world as well as in Slovakia and other countries of Middle and Eastern Europe. In this period of time, most of the large companies were in the phase of general restructuring which was often connected with consolidation and centralization or organizational units and supporting systems. Enterprises gradually realized the importance of building and sustaining the long-term beneficial relationships with their customers. Significant development of CRM has mainly occurred in the last few years. In a large extent, it is related to the arrival of foreign enterprises that introduced CRM standards. Nowadays, every enterprise that wants to survive on the market, and grow eventually, has to solve the problem of satisfying the individual

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