

## **STUDY ON THE CRM PRACTICES ADOPTED BY THE SELECTED ORGANIZED RETAIL STORES IN JALANDHAR CITY**

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### **ABSTRACT**

The present study focuses on the importance of CRM in generation of profits through customer focus. In today's competitive era, customers do not think even second to switch to the substitutes in the retail sector. In such an environment, much focus is on the retention of the customer and to induce the feeling of loyalty in the minds of the customers. Such loyalty will lead to repetitive purchases by the customers. Repetitive purchases are the competitive strength which will help an organization to sustain in the market. CRM plays an important role in building such loyalty through relationship marketing. The present study aims in finding various CRM practices adopted by the organized retail stores in Jalandhar along with the focus on the problems faced by the stores in implementation of such CRM practices. It is found that various schemes that are offered by the stores to retain the customer and to build long lasting relations are heavy discounts, gift, free product with special purchase and sending greetings on different occasions. The problem which is being faced by the retail stores in implementation of CRM practices is the untrained staff, which can build long lasting relationship with the customers.

**KEY WORDS:** CRM repurchases, long lasting relationship, loyalty, greetings.

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