

CUSTOMER RELATIONSHIP MANAGEMENT AT BIG BAZAAR

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ABSTRACT

In this day and age, customers are regarded as an article of trade. With the growth of Marketing era the Customer Relationship Management (CRM) is very much advanced and became popular in India. CRM became crucial to cope up with exceeding competitive global market. Customer Relationship Management is a strategy for managing and nurturing a company's interactions with customers and sales prospects. When an implementation is effective, people, processes, technology work in synergy to develop and strengthen relationships, increase profitability, and reduce operational costs. Customer Relationship Management is a most effective tool for maintaining good relationship with the customers. It plays an effective role in attracting the new customers to the company. Customer relationship management is a corporate level initiative, focusing on creating and maintaining relationships with customers.

The present study finds out the customer relationship management its implementation and Consumer feelings while shopping in big bazaar. The study shows that Most of the customers know about the Big bazaar from advertisement. Most of the customers select Big bazaar for shopping because of attractive offers.

KEYWords:Customer relationship management, Frequency of purchasing, delighters, customer, sales promotion, strategy, buying factors, advertisements, service encounter, household products, etc.

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