

CUSTOMER RELATIONSHIP MANAGEMENT PRACTICED BY THE CELL PHONE SERVICE PROVIDERS IN KANNIYAKUMARI DISTRICT

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ABSTRACT

Cellular telephone services have achieved great commercial success, because users recognize that mobile telephone access can improve productivity and enhance safety. Increasing competition and decreasing customer loyalty have led to the emergence of concepts that focus on the nurturing of relationships to customers. Customer Relationship Management (CRM) has emerged as an amalgamation of hardware, software, process, applications and management commitment to improve customer service, retain customers, and provide analytical capabilities. Retaining the customers for survival has become a focal point and effective and personalized customer relationship management is the mantra for telecom industry. This paper aims to assess the effectiveness of CRM practiced by the cell phone service providers in Kanniyakumari District.

KEY WORDS: Centers, Customer Relationship Management, Services.

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