

## **Impact Of Work Fromhomeon Customer Relationship Management Employees Frome- Commerce Organization With Respect To Health And Productivity**

*Miss. Shreya Chinchkar &Dr.Rashmi Sreejit Nair*

*Associate Professor School of Management, Dr. D.Y. Patil University Navi Mumbai, Maharashtra, India*

**Received: 02 Apr 2023**

**Accepted: 03 Apr 2023**

**Published: 05 Apr 2023**

### ***ABSTRACT***

*Work-from-home is a trend that has grown enormously over the past decades in today's day age. However, it has often been seen as detrimental to employees' productivity and even mental health. The research has been conducted with an aim of finding out whether theemployees with a work-from-home pattern had any positive or adverse effect on productivity and health. The study also brings out the benefits for employees following the work-from-home pattern. The study has confirmed the geography of India.*

*As Customer Relationship Management (CRM) employees have to focus on the customer satisfaction more to have loyal customers to the e-commerce business they are expected to work as per the guidelines given by that e-commerce company. These e-commerce companies delegate CRM employees with specific targets to be completed on a daily or weekly basis. Sometimes these targets can put extreme pressure on the employees as they even have to extend their working hours and end up doing overtime to accomplish those targets so that their work performance is maintained.*

***KEYWORDS:*** CRM, Work-from-home, E-commerce