

## CUSTOMER RELATIONSHIP MANAGEMENT: AN OVERVIEW

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### **ABSTRACT**

#### **Preamble**

*Customer relationship management is the combination of practices, strategies and technologies which are used by modern companies to develop mutually beneficial rapport between the organization and customers. Customers constitute the most important stakeholder groups from business management point of view. Customers are the backbone of contemporary business management. Modern corporate houses have developed the customer relationship management system on the basis of certain norms, guidelines, strategies, tools and technologies in the competitive business environment. They depend on effective customer relationship management which encompasses direct interactions with customers. The present investigation will be carried out in South India to evaluate the customer relations system, process and practices of select corporate houses. An overview of the development of customer relationship management is presented in this article on the basis of qualitative analysis.*

**KEYWORDS:** *Customer Relationship*