

Erik Eriksson *et al* (2022) presented “Theory and practice of customer-related improvements” states that Customers must be taken into account when making improvements because they are essential to any system or company. The knowledge is dispersed throughout numerous study domains, making it challenging for academics and practitioners to understand how to improve with regard to the consumer.

Merlin stone *et al* (2011) presented “Journal of Database Marketing & Customer Strategy Management” states that it is common for consultants working on commercial projects to ignore the rich and extensive academic literature on the subject at hand. Because of his dual roles as an academic and consultant, the author is required to keep up with the literature in the several fields in which he lectures, which are mostly branding, customer relationship management, and marketing. The amount of research-based publications grows along with the number of management journals, making it more challenging for practitioners to keep up.

VicenteGuerola-Navarroa *et al* (2020) presented “Customer relationship management and its impact on innovation” states that Customer relationship management, supported by a potent technical business management system like Customer Relationship Management (CRM), is crucial for business success in today's dynamic, changing industry. Due to the effect of its adoption on the return on investment, it has emerged as one of the technological solutions with the fastest growing market share. This study examines the reality of CRM in business through a qualitative, descriptive approach, reviewing the most recent research on the impact of CRM in the contemporary business environment. It also presents a thorough review of previously published findings.

YahiaBaashara *et al* (2019) presented “Customer relationship management systems (CRMS) in the healthcare environment” states that through the acquisition, development, and maintenance of strong customer relationships and interactions with stakeholders, customer relationship management (CRM) is a cutting-edge technology that aims to increase customer pleasure, loyalty, and profitability. Numerous studies on CRM have achieved important advancements in a variety of industries, including telecommunications, finance, and manufacturing, but there has been very little study specifically focused on the healthcare sector. In light of the dearth of comprehensive scholarship on CRM and the varied nature of the available literature, this systematic review aims to categorise, summarise, synthesise, and evaluate the research on CRM in the healthcare setting.

Priyanka Meena *et al* (2021) presented “Customer Relationship Management Research from 2000 to 2020” states that an overview of customer relationship management (CRM) research literature is the goal of this essay. The trends in CRM research, as well as the most popular study topics and research methods, are analysed in this review article. This study illustrates the evolution of CRM research over a 21-year period in terms of important topics, study types, paper sources, article origins (country-wise distribution), data types, and regions that have received little or no research as well as those that have received a lot of attention. The paper is a comprehensive taxonomy and presents an organised summary of the last 21 years of CRM research.