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The rapid advancement in the Information Technology has accelerated the support of Customer Relationship Management (CRM) system. The proposition of this research is to find out the economic feasibility of e-CRM in selected retail outlets of Delhi/NCR region. Customer relationship management (CRM) system consists of the processes, a company uses to track and organize its contacts with its current and prospective customers. CRM software is used to support the processes viz. information about customers and customer interactions can be entered, stored and accessed by employees in different company departments. Prof. Anurag Sharma is working as Director-Projects, Knowledge Resource Deve. & Welfare Group-India. He is a Management Professional with Gold Medal in M.Phil in Business Management and MCA with 17+ years of experience. Prof (Dr.) Vishal Bishnoi is a Professor of Management & IT and Head-Management Studies (IMR). He has got 16+ years of experience. He has completed his Ph.D in Business Studies. He is Post Graduate in Business Management, Economics, and Computer Applications

Implementing e-CRM



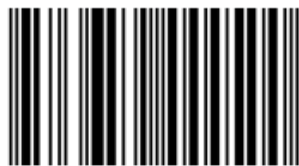
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**Economic Feasibility of Implementing e-CRM System:
A Study of Select Retail Outlets in National Capital Region,
India**

Preface

The rapid advancement in the Information Technology has accelerated the support of Customer Relationship Management (CRM) system. The proposition of this research is to find out the economic feasibility of e-CRM in selected retail outlets of Delhi/NCR region. **Customer relationship management (CRM)** system consists of the processes, a company uses to track and organize its contacts with its current and prospective customers. CRM software is used to support the processes viz. information about customers and customer interactions can be entered, stored and accessed by employees in different company departments.

While the term CRM generally refers to a software-based approach to handling customer relationships, most CRM software vendors stress that a successful CRM effort requires a holistic approach. CRM initiatives often fail because implementation was limited to software installation, without providing the context, support and understanding for employees to learn, and take full advantage of the information systems. CRM can be implemented without major investments in software, but software is often necessary to explore the full benefits of a CRM strategy.

e-CRM, concept is derived from E-commerce. It also uses net environment i.e., intranet, extranet and internet. Electronic CRM concerns all forms of managing relationships with customers making use of Information Technology (IT). e-CRM is enterprises using IT to integrate internal organization resources and external marketing strategies to understand and fulfill their customer's needs. Comparing with traditional CRM, the integrated information for e-CRM intra organizational collaboration can be more efficient to communicate with customers.

With the objectives to evaluate the economic feasibility of e-CRM implementation in the select Retail outlets of Delhi/NCR and to identify the major benefits of e-CRM's implementation. The study will help in setting a correlation between e-CRM implementation cost and effect on sales, thereby helping retailers and software developers to understand feasibility of implementation, customers profile, their buying pattern, expenditure pattern etc. and also the customers.

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