

ROLE OF INFORMATION TECHNOLOGY AND ANALYSIS OF VARIOUS FRAMEWORKS IN CUSTOMER RELATIONSHIP MANAGEMENT

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ABSTRACT

Customers are the important entities in the field of marketing and business especially in globalised world. In order to be successful, the companies should maintain good relationship with customers. Customer Relationship Management (CRM) helps in analysing and tracking such interactive relationship. CRM helps small business entities in tackling with various challenges like sales decline, operational challenges, misalignment between target and policies. But, CRM suffers from many negative prospects which can be solved with Information Technology tools. This paper deals with various aspects of Information Technology in Customer Relationship Management and investment in IT for CRM along with data warehouse solutions for CRM.

KEYWORDS: CRM, Data Warehouse, Information Technology