

CUSTOMER RELATIONS MANAGEMENT IN CORPORATE HOUSES: A PERSPECTIVE

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ABSTRACT

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 group 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. These houses have national and international business transactions and collaborative networks. They depend on effective customer relationship management, which encompasses direct interactions with customers who matter most in the present business world. The customer relations management in modern corporate houses is primarily focused in this article based on conceptual analysis methodology.

KEYWORDS: *Customer Relationship, Corporate Houses*

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