

# A Study on Emerging Trends in Customer Relationship Management

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**Abstract:** *New Approaches and Trends in Customer Relationship Management Development Today we are discussing immersed administration markets described by filled dispersion channels, extraordinary cost contest, and eased back deals development. Existing clients of the business are a safe tool for success in a crowded market. The principles of Customer Relationship Management (CRM) are utilized by a company that places more emphasis on retaining existing customers than on attracting new ones. Because CRM entails making important decisions about the company's relationship with customers, the growth of artificial intelligence and data science has made this a great place to use these methods. The degree of automation is ever-increasing and will soon be emphasized. Companies can gain a competitive advantage in the market by incorporating cutting-edge technologies into CRM systems. In this paper, we examine recent fads in client relationship the executives that need to be tended to before long. We look at the benefits and drawbacks of new technologies, as well as how they affect service businesses' revenues and user experiences.*

**Keywords:** Customer experience, new trends, data

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