

A Study on Innovative Approach to CRM Driven by Augmented Reality Technology

Prof. Felix Anthonysamy and Sutar Sunny Ramu
Jai Bharat College of Commerce (Night), Mumbai, Maharashtra, India

Abstract: *The purpose of this study is to investigate how the incorporation of augmented reality (AR) technology into strategies for customer relationship management (CRM) has the potential to significantly increase customer engagement and satisfaction, thereby increasing customer loyalty and sales. The writing survey looks at the development of CRM and the rise of AR, featuring how AR innovation can be consistently incorporated into CRM frameworks to offer exceptional, esteem added encounters to clients. Personalizing customer interactions, providing real-time product information, and allowing customers to visualize products in their own environment are among the advantages of augmented reality for customer engagement. Contextual investigations and examples of overcoming adversity are introduced from different businesses, like retail, auto, and neighborliness, showing the positive effect of AR on client commitment. These examples shed light on the novel approaches that businesses are taking to incorporating augmented reality (AR) into their CRM strategies, as well as the difficulties encountered and lessons learned. It is anticipated that more businesses will begin to incorporate augmented reality (AR) into their customer relationship management (CRM) strategies. This will transform customer engagement and provide businesses with powerful tools for creating unforgettable experiences that foster customer loyalty and long-term value. Introduction Customer relationship management (CRM) strategies have long been an essential part of business strategy for building and maintaining strong relationships with customers.*

Keywords: augmented reality, CRM, personalization

REFERENCES

- [1] "Dimensions of Brand Personality," by Jennifer L. Aaker, Journal of Marketing Research, vol. 34, no. 3, pp. 347-356, 1997. CrossRef, Google Scholar, and Publisher Link:
- [2] Agarwal, A., and Yiliyasi, M., "CRM in e-Business: A Review of the Literature," Journal of Enterprise Information Management, vol. 23, no. 5, pp 665-685, 2010.
- [3] Y. Medury, V. Ahuja, and V. Ahuja, CRM Systems: A Critical Analysis," vol. 1 of the IUP Journal of Management Research 9, no. 4, pp. 51-66, 2010.
- [4] "A Survey of Augmented Reality," Presence: Ronald T. Azuma, Volume of Teleoperators and Virtual Environments 6, no. 4, pp. 355-385, 1997. [Distributer Link]
- [5] Richard P. Bagozzi, and Youjae Yi, "On the Assessment of Primary Condition Models," Diary of the Foundation of Promoting Science, vol. 16, no. 1, pp. 74-94, 1988. [CrossRef] [Google Scholar] [Publisher Link]
- [6] "Wireless Digital Advertising:: Nature and Implications," vol. 1 of the International Journal of Advertising 21, no. 3, pp. 399-420, 2002. [CrossRef] [Google Scholar] [Publisher Link]
- [7] Imprint Billinghurst, and Hirokazu Kato, "Cooperative Expanded Reality," Interchanges of the ACM, vol. 45, no. 7, pp. 64-70, 2002. [CrossRef] [Google Scholar] [Publisher Link]
- [8] "Technology Infusion in Service Encounters," by Mary Jo Bitner, Stephen W. Brown, and Matthew L. Meuter, Journal of the Academy of Marketing Science, vol. 28, no. 1, pp. 138-149, 2000. [CrossRef] [Google Scholar] [Publisher Link]
- [9] Joko Brakus, Bernd H. Schmitt, and Lia Zarantonello, "Brand Experience: What's going on here? How could it be Estimated? Does it Influence Steadfastness?," Diary of Promoting, vol. 73, no. 3, pp. 52-68, 2009. [CrossRef] [Google Scholar] [Publisher Link]

[10] Bernard Cova and Antonella Carù, "Revisiting Consumption Experience: A More Modest Yet Complete Perspective on the Idea," *Promoting Hypothesis*, vol. 3, no. 2, pp. 267-286, 2003. [CrossRef] [Google Scholar] [Publisher Link]