

# An Impact of CRM at Max Fashion Retail Limited

Ms. M. Harshita<sup>1</sup> and Dr. S. Kavitha<sup>2</sup>

Student, Department of MBA, Dr. Ambedkar Institute of Technology, Bengaluru, India<sup>1</sup>

Assistant Professor, Department of MBA, Dr. Ambedkar Institute of Technology, Bengaluru, India<sup>2</sup>

**Abstract:** *Effective customer relationship management (CRM) is essential for maintaining competitive advantage in the retail fashion industry. At Max Fashion, CRM strategies have been designed to enhance customer loyalty, streamline communication, and improve overall customer satisfaction. This study examines the various CRM practices employed by Max Fashion, including the use of customer data analytics, personalized marketing campaigns, and loyalty programs. By integrating technology such as CRM software and social media platforms, the company aims to better understand customer preferences and purchasing behaviour. The research highlights how these strategies contribute to increased customer retention and long-term business success. Through a combination of qualitative interviews with Max Fashion's management team and quantitative data analysis from customer feedback, the study identifies the key factors driving CRM effectiveness. This research provides valuable insights for fashion retailers seeking to implement or refine their own CRM strategies in an increasingly digital marketplace.*

**Keywords:** Max Fashion, Customer Relationship Management, Strategies, Impact, Evaluation