

Study on the Current Developments in Customer Relationship Management

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Abstract: *Emerging Strategies and Current Patterns in the Advancement of Customer Relationship Management Today, we will be examining saturated markets characterized by saturated distribution channels, intense price competition, and sluggish sales growth. The business can leverage its existing clients as a reliable asset to achieve success in a competitive market. A corporation that prioritizes client retention over customer acquisition utilizes the principles of client Relationship Management (CRM). Due to the advancements in artificial intelligence and data science, the field of customer relationship management (CRM) has become an ideal domain to use these techniques, as it involves crucial decision-making regarding the company's interactions with customers. The level of automation is continuously rising and will soon be highlighted. Integrating state-of-the-art technologies into CRM systems can enable companies to achieve a competitive edge in the market. This article explores current trends in customer relationship management that require attention in the near future. We analyze the advantages and disadvantages of emerging technologies, as well as their impact on the financial performance and user satisfaction of service-oriented enterprises.*

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