

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

Prof. Felix Anthonymsamy 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

I. INTRODUCTION

As the digital technology has grown at a rapid rate, it is now more and more important for businesses to find creative ways to engage customers outside of traditional channels . Businesses can now offer one-of-a-kind, value-added experiences to their customers through the use of augmented reality (AR), which has emerged as a potent tool for creating memorable, interactive experiences that can be seamlessly integrated into CRM systems .. AR innovation overlays computerized data on the actual world, permitting clients to communicate with advanced content continuously . Personalizing customer interactions, providing real-time product information, and allowing customers to visualize products in their own environment are some of the advantages of integrating AR technology into CRM to increase customer engagement. Businesses can use augmented reality (AR) to create immersive, interactive experiences that encourage customers to explore and engage with their products and services in a more meaningful way, resulting in increased customer satisfaction, loyalty, and sales . Several sectors, including retail, automotive, and hospitality, have already begun incorporating augmented reality technology into their CRM strategies .

II. LITERATURE REVIEW

Augmented reality (AR) has emerged as a promising technology that can be integrated into customer relationship management (CRM) systems to enhance customer engagement and satisfaction, driving both loyalty and sales . However, implementing AR technology as part of CRM strategies also presents challenges, such as technical complexity and cost. Customers can enjoy one-of-a-kind, value-added experiences through AR technology that go beyond conventional channels . Customary CRM procedures have principally centered around gathering and breaking down client information to offer customized types of assistance and correspondence . However, as digital technology has grown at such a rapid rate, it has become increasingly essential for businesses to devise novel strategies for engaging customers. There are numerous advantages to incorporating augmented reality (AR) technology into customer

relationship management (CRM) . Personalizing customer interactions, providing real-time product information, and letting customers visualize products in their own environment are among these advantages . Businesses can use augmented reality (AR) to create immersive, interactive experiences that encourage customers to explore and engage with their products and services in a more meaningful way, resulting in increased customer satisfaction, loyalty, and sales Several sectors, including retail, automotive, and hospitality, have already begun incorporating augmented reality technology into their CRM strategies . PwC said that some retailers have been using augmented reality (AR) technology to create virtual storefronts that let customers browse and buy products in a virtual setting. AR technology has been used to create interactive user manuals that provide real-time information on vehicle functions and maintenance in the automotive industry . Friendliness organizations have utilized AR innovation to make intelligent lodging encounters, permitting clients to investigate different room choices and conveniences prior to booking

The Development of CRM and the Rise of AR Client Relationship

The executives (CRM) has been a basic system for organizations to foster further client associations. Customary CRM procedures have zeroed in on social event client information to offer customized types of assistance and correspondence. Notwithstanding, with the multiplication of advanced innovation, it has become basic for organizations to track down imaginative ways of drawing in with their clients past customary channels. As a direct consequence of this, there has been a shift in the direction of incorporating brand-new technologies, one of which is augmented reality (AR), which enables businesses to offer customers immersive and one-of-a-kind experiences. Increased reality innovation includes overlaying advanced content onto the actual world. It has emerged as a potent instrument that can be seamlessly integrated into CRM systems to create memorable, interactive experiences.

Businesses can now provide customers with one-of-a-kind, value-added experiences like personalized interactions, real-time product information, and the ability to visualize products in their own environment thanks to this technology. Businesses can use augmented reality (AR) to create immersive, interactive experiences that foster emotional connections with their clients and encourage them to explore and interact with their offerings in a more meaningful way. In the end, this results in increased sales, customer loyalty, and satisfaction. Given the expansion of the AR market, the incorporation of augmented reality (AR) into CRM is not surprising. Worldwide spending on virtual reality and augmented reality is anticipated to double or more annually through 2021, according to a Gartner report . This fast development is driven by the rising accessibility of AR innovation and its applications in different ventures, including retail, car, and cordiality

Advantages of AR for Client Commitment The joining of AR innovation into CRM can carry a plenty of advantages to upgrade client commitment. Personalization, which enables businesses to tailor experiences to individual customers' preferences and requirements, is one of the primary advantages. An AR-enabled beauty app, for instance, can make personalized skincare recommendations by analyzing a customer's skin type with facial recognition technology. Such customized proposals can essentially upgrade the client's shopping experience and increment their reliability to the brand. The provision of real-time product data is yet another advantage of augmented reality.

By simply scanning the product with their mobile devices, customers can access information about the product, such as reviews, prices, and specifications. AR can assist customers in making informed purchasing decisions by providing this information immediately, resulting in increased customer satisfaction and loyalty. AR likewise empowers clients to imagine items in their own current circumstance, which can be a unique advantage for specific ventures, like furnishings and home stylistic theme. For example, Ikea's AR-empowered application permits clients to basically put furniture in their homes to perceive how it would look prior to making a buy. Such an encounter furnishes clients with a feeling of trust in their purchasing choices and decreases the probability of profits, prompting cost reserve funds for organizations.

Customers' emotional connections with AR-enabled experiences can also lead to a deeper level of engagement. Overall, incorporating augmented reality (AR) technology into customer relationship management (CRM) can significantly increase customer engagement by providing personalized experiences, real-time product information, visualizing products in the customer's environment, and fostering emotional connections. Businesses can differentiate themselves

from rivals and create one-of-a-kind, value-added experiences for their customers by making use of the advantages of augmented reality. This will increase customer satisfaction, loyalty, and sales.

Case Studies and Success Stories

The Place app from IKEA is one of the most well-known examples of augmented reality in CRM. Customers can use the app on their smartphones to imagine how furniture will look in their homes before making a purchase. Using augmented reality (AR) technology, the app overlays real-world environments captured by the phone's camera over 3D models of furniture. This permits clients to perceive how the furniture will look and fit in their space prior to making a buy. IKEA has seen increased sales and customer engagement as a result of the app's enormous success.

The automotive industry has yet another success story. BMW created the augmented reality (AR) app known as BMW Visualiser, which lets customers imagine and personalize their ideal automobile in a virtual setting. Customers can view and customize the app's 3D car model from any angle thanks to the application's use of augmented reality (AR) technology. In addition, customers can customize the color, wheels, and other features of their dream automobile. BMW has seen a critical expansion in client commitment and fulfillment since executing the application.

AR has also been used to improve customer experiences in the hospitality sector. For instance, the Marriott Worldwide inn network has carried out an AR application called VRoom Administration, which permits visitors to arrange room administration and utilize their cell phones to get to computer generated reality encounters while pausing. The application furnishes clients with a special and drawing in experience that goes past customary room administration, prompting expanded consumer loyalty and steadfastness.

The expense and complexity of the technology make integrating augmented reality into CRM strategies difficult. However, companies like L'Oreal have developed low-cost augmented reality apps that provide customers with individualized experiences as a means of overcoming these obstacles. L'Oreal's Cosmetics Virtuoso application permits clients to take a stab at cosmetics utilizing their cell phones practically. The app uses augmented reality (AR) to show the customer how the makeup will look on their face. The application has been a significant accomplishment for L'Oreal, prompting expanded client commitment and deals.

The effectiveness of augmented reality in enhancing customer engagement and satisfaction is demonstrated in these case studies and success stories. Businesses can use augmented reality (AR) technology to create one-of-a-kind, fully immersive experiences that foster emotional connections with customers and encourage them to explore and interact with their offerings in a more meaningful way. The advantages of incorporating augmented reality (AR) into CRM strategies are undeniable, resulting in increased customer loyalty and long-term value. More businesses will likely use augmented reality (AR) to transform customer engagement as AR technology continues to advance.

III. CONCLUSION

In conclusion, incorporating augmented reality (AR) technology into CRM strategies has the potential to significantly boost customer engagement and satisfaction, thereby increasing sales and customer loyalty. The literature review has shown that augmented reality (AR) technology can be seamlessly integrated into customer relationship management (CRM) systems to provide customers with one-of-a-kind, value-added experiences, personalize customer interactions, provide real-time product information, and enable customers to visualize products in their own environments. As augmented reality technology continues to advance, it is anticipated that more businesses will begin to incorporate AR into their CRM strategies. Among the benefits of augmented reality for customer engagement has been the creation of immersive, interactive experiences that foster emotional connections with customers. Worldwide spending on AR is predicted to double or more annually through 2021, according to Gartner.

Businesses will be able to use the powerful tools provided by this convergence of these two fields to create unforgettable experiences that foster customer loyalty and long-term value, transforming customer engagement. As a result, it is crucial for businesses to incorporate the potential of augmented reality technology into their customer relationship management (CRM) strategies in order to remain competitive in the digital age and cultivate relationships with customers over time. All in all, coordinating AR innovation into CRM presents a promising road for organizations to improve their client commitment, at last prompting expanded consumer loyalty, steadfastness, and deals. As

additional organizations influence the advantages of AR, seeing the future turns of events and headways in this field, preparing for the fate of client commitment and interaction will intrigue.

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](#)]