

## **“CUSTOMER RELATIONSHIP MANAGEMENT IS THE NEED OF TODAY”**

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### **ABSTRACT**

The aim of the article is to present the results of the research on focus on the customer in relation to the use of customer relationship management in selected business subjects in India and other countries. The main goal of the research is the mapping of current state to ensure the principle of customer orientation and utilizing of CRM in organizations and industrial enterprises in India. This is the mapping of the current situation of that problem in practical conditions and determines potential opportunities for improvement.

**KEYWORDS:** Customer, Customer Relationship Management, CRM Data base, Business Subject, Technology Based Market