

## **Customer Relationship Management: Implementation Process Perspective**

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### **Abstract**

Customer relationship management (CRM) can help organizations manage customer interactions more effectively to maintain competitiveness in the present economy. As more and more organizations realize the significance of becoming customer-centric in today's competitive era, they adopted CRM as a core business strategy and invested heavily. CRM, an integration of information technology and relationship marketing, provides the infrastructure that facilitates long-term relationship building with customers at an enterprise-wide level. Successful CRM implementation is a complex, expensive and rarely technical projects. This paper presents the successful implementation of CRM from process perspective in a trans-national organization with operations in different segments. This study will aid in understanding transition, constraints and the implementation process of CRM in such organizations.