



Rizvi Education Society's
RIZVI COLLEGE
 OF ARTS, SCIENCE & COMMERCE



International Journal of Research

A Blind Peer Reviewed Biannual Journal
 Impact Factor SJIF 2022 (8.694)



Volume 11 Special Issue
 March 2022
 ISSN 2231 - 6124



Subject :
MULTI DISCIPLINARY

EDITOR-IN-CHIEF
Dr. (Mrs.) Anjum Ara M. K. Ahmad

- 18 **Cybersecurity in Banks**
Ruksar Khan 70-73
- 19 Demonetization Impact on Small Scale Businesses in Mumbai City: A Study
Mohammed Sadiq Hasan, Mohammad Khalil Ahmad, Anjum Ara Ahmad 74-76
- 20 Dynamics persuading the transition from customary TV to OTT podia in India
Hemal Vora 77-81
- 21 **E-CRM in Business**
Tebseen Shaikh 82-84
- 22 Effects and Impact of Online Education on Students: An Overview
Hemchandra Narsingrao Deshmukh 85-88
- 23 Electronic Customer Relationship Management
Namrata Chaurasiya, Bhavana Patil 89-91
- 24 Emerging Human Resource Management Trends Implemented by MSEDCL
Ravindra Padme, Rashmi Sharma 92-97
- 25 Emerging Trends & Issues of Women Entrepreneurs in India
Anisha Naziruddin Yadgiri 98-101
- 26 Gender Balance at Work Place: Women Empowerment
Durgesh Nandini Agrawal, Chanchala Pawar 102-105
- 27 Impact of an Online Education on Commerce (BCom) Stream Students with reference to practical subjects
Suresh R. Dharane, Trushna V. Kandalkar 106-109
- 28 Impact of GST on Digital Advertisement
Shaikh Kainat, Abhishek Anil Dongardive 110-116
- 29 **Impact of online Education on students**
Shahida Shakil Shaikh 117-119
- 30 Investment in equity mutual funds and bonds in India
Nehal Anil Pradhan 120-123
- 31 Investment Pattern of Generation Y: An Analysis of Retirement Planning
Saritha Crasta, Akshith Kumar 124-129
- 32 Marketing and Financing of Small Scale Industry in Mysore
Mamatha KR 130-133
- 33 Neuromarketing - Deciphering the Consumer Buying Decisions
Mahalakshmi. N 134-139
- 34 Neuromarketing- the science of consumer decision
Sunita Sherifani 140-142
- 35 Online education System in India Challenges & Opportunities
Suresh Sudam Dunde 143-146
- 36 Recent Trends in GST Collection in India During Pandemic Period
Mohd Yusuf Kafeel Farooqui, Mariya Mushtauge Karbhari 147-151
- 37 Stress Management: A Study of College Teachers with Reference to Navi Mumbai
Mohammed Khalil Ahmed, Sunita Charanjit Saini 152-155
- 38 **Takaful: An Islamic insurance tool as compared to Conventional Insurance**
Mohammad Khalil Ahmad 156-162

E-CRM in Business

Tehseen Shaikh

Assistant Professor, E. Kalsekar College Of Commerce & Management, Nallasopara (W)
 E mail: Tehseen_78689@yahoo.com

Abstract

E-CRM, I don't need to describe the word E-CRM actually means. In today's world E-CRM is a common aspect for any business development for a long term gain. The word E-CRM indicates electronic customer relationship management which means handling the customer care via electronic mode of medium. Customer relationship management is a life of any upcoming business. A long term relation with a client or a customer can enhance better value for your business development and long term growth for decades. Electronic customer relationship management plays an essential role in today's world where every think is digital and on online mode starting from groceries to shopping and from shopping to online services and from online services to solving their quires and problems via electronic medium of mode or channel. In today's world without e-crm one cannot full field the demand of the market and customer needs on a large scale. To keep business furnishing and running in the external market environment the maintenance of the E-CRM and understanding the concept of business environment is very important.

Keywords: CRM, E-CRM, Customer, Benefits, Business.

Introduction

The Internet has changed many aspects of our living today including the way we communicate which has profound impact on our society. This will continue to persuade the business to sell their product in the market but also how to engage the client or customer for a longer term and years to come. E-CRM enhances the value of the customer and their behaviour. The main objective of the e-CRM is to develop loyalty and repeat buying e-crm is a tool that builds good rapport with the customer. It is a strategic approach for the customer needs. Development and it also enhance value for the business and also improves shareholder value. It is a

system that focuses on identifying the loopholes of the business as well as the customer and rebuilds a good image in the market for better opportunities and successful creation of the customer loyalty and honesty in business environment both internally and externally. It aims to sustain the interest of the customer for a longer period of time. It takes utmost care for profitable relation in the corporate it provides efficient and convenient way to analyse their client while providing efficient and quality service. The purpose of e-crm is to retention the customer by serving them in an easiest way. E-CRM creates potential and former customer. It is a well-structured and automated

IMPACT FACTOR SJIF 2022 (8.694)

82

Rizvi College of Arts, Science & Commerce ♦ Vol. 11 Special Issue ♦ March 2022 ♦ International Journal of Research



TRUE COPY

Principal

Shurparaka Educational & Medical Trust's
 M. B. Harris College of Arts &
 A. E. Kalsekar College of Commerce & Management
 Nallasopara (W); Tal. Vasai, Dist. Palghar - 401 203.