

Customer Relationship Management Solution

Prof. M. P. Kulkarni¹, Sejal Ghuge², Ayush Godse³, Sanika Kahane⁴, Atharva Kushare⁵

Asst. Professor, Department of Computer Engineering¹

Students, Department of Computer Engineering²⁻⁵

NBN Sinhgad Technical Institute Campus, Pune, India

Abstract: *This review explores the role of Customer Relationship Management (CRM) systems in the packaging and automation industries. Given the competitive landscape and the increasing demand for efficiency and customer satisfaction, CRM systems have become pivotal in streamlining operations, improving client interactions, and facilitating data-driven decision-making. This paper examines the specific needs of packaging and automation firms, reviews the benefits and challenges of CRM implementation, and highlights emerging trends and technologies enhancing CRM solutions in this sector. Key findings underscore CRM's potential in optimizing customer relations, automating sales processes, and boosting operational productivity.*

Keywords: CRM, customers, analysis, business, project management, decision making, data, assessment, packaging, automation, customization, scalability, integration, capabilities, research data

