

Reinvented Customer Relationship Management

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

Assistant Professor, Computer Engineering¹

Students, Computer Engineering²⁻⁵

NBN Sinhgad Technical Institutes Campus, Pune

Abstract: *The integration of Customer Relationship Management (CRM) systems into the packaging and automation sectors is transforming how companies manage client relationships and internal operations. In industries marked by high demand, tight delivery schedules, and complex workflows, CRM platforms offer much-needed support in improving customer responsiveness, centralizing data, and enabling smarter business forecasting.*

This paper explores how modern CRM tools are tailored to meet the specific needs of these industries, including managing B2B relationships, tracking custom orders, and coordinating with automated systems. It also discusses the challenges businesses face during CRM implementation, such as integrating with existing systems, training teams, and ensuring data accuracy.

Finally, we examine emerging CRM trends—like AI integration, real-time analytics, and mobile access—that are redefining customer-centric strategies. These advancements are helping companies move from reactive support models to proactive, insight-driven engagement

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

