

A Study on the Impact of CRM in the Indian Retail Industry

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Abstract: *The foundation of modern retailing is information and communication technology (ICT). Because of its size, scope, and lack of competition, traditional retailing was easier to manage; Additionally, the owner-manager was typically in charge of the shops. However, without an effective and dependable IT system in place, the modern retail formats—superstores and large chains owned by large organizations—are difficult to manage. Technology makes it easier to build and keep relationships with customers. When data is analyzed at the retail point of sale, it is easier to learn about a customer's preferences, buying habits, spending plans, and family needs. Using IT to send periodic emails, SMS, greetings, promotional letters, and personal calls helps keep relationships alive. Retailing development has requested IT organizations to widen their field and conquered difficulties specifically Business Advancement, expanding SCM effectiveness, enhancing the shopping experience and other manual restrictions.*

Keywords: Indian Retail Industry, Customer Relationship Management, Information and Communication Technology