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CUSTOMER RELATIONSHIP MANAGEMENT – THE MANTRA FOR SUCCESS IN THE INDUSTRY

BRIEF ABOUT CUSTOMER RELATIONSHIP MANAGEMENT

Every business unit emphasizes on a long-term relationship with customers to nurture its stability in market. Thus, Customer Relationship Management is an approach to manage a company's relationship with their current and potential customers. The data about customers with a company is used to improve business relationships with customers, specially focusing on customer retention and to increase the sales growth by enriching relationships with their customer bases.

WHAT IS CUSTOMER RELATIONSHIP MANAGEMENT?

Customer Relationship Management (CRM) refers to the practices, strategies and technologies that companies use to manage, record and evaluate customer interactions. It is an upright concept to solidify relationship with customers and reducing the cost and enhancing productivity and profitability in business.

OBJECTIVES OF CRM:

- *Improved customer Satisfaction* - Making customer satisfaction is the primary goal for a company as happy customers are loyal customers and they also offer good word of mouth advertising.
- *Improves the efficiency of your business* – A good CRM practice will collect and organize a wealth of data pertaining to individual and group consumer profiles. Greater levels of efficiency will also lead to improved client satisfaction.
- *To enhance sales and support teams* – One of the most important CRM objectives to consider is enhancing the team. By better learning the needs of the customer, a company can offer high quality of services.
- *Long-term relationship* – CRM is an organizational strategy to develop mutually profitable lifelong relationship with the customer.
- *Competitive Advantage* – CRM enables organizations to gain 'competitive advantage' over competitors that supply similar products or services.

CUSTOMER RELATIONSHIP MANAGEMENT IN INDIA

CRM is as old as commerce itself. However, in Indian scenario CRM, has increased from a mere customer database to *360-degree* view of customer interactions from various channels. The concept of CRM has evolved to a large amount especially in the Indian context. Few years before, it was especially used by the large enterprises generally for customer database only. However, in recent years even small enterprises have started to take advantage of CRM systems.

Additionally, now the scope of CRM in India has increased to a circle of customer interactions, customer portals and many applications with respect to various industries like healthcare, hospitality, aviation, retail, banking etc.

Following examples are some of the CRM practices adopted by different sectors in

India.I.Healthcare Industry:

Health of citizen is the wealth of Nation. India has contributed the most ancient Medical Science 'Ayurveda' to the world besides other Medical sciences. With the advent of 21st century, Healthcare has become an industry having tremendous potential.

Healthcare is one of India's largest sectors both in terms of revenue & employment. The industry is growing at a tremendous pace owing to its strengthening coverage, services and increasing expenditure by public as well private players

This century witnessed a giant leap information technology. Computers are not only used to diagnose the illness or for doing surgery with one hundred percent accuracy, but also they are used to increase the efficiency in all fields ranging from fixing the appointment with the Doctor to keeping the record of the Patient.

IMPORTANCE OF OPERATIONAL CRM IN HEALTHCARE INDUSTRY

- Prevent and mitigate medical errors by integrating CRM data with medical history and clinical data.
- Generate marketing campaigns targeted at specific patient types by combining a knowledge base with scientific analytics and feedback mechanisms.
- Reduce costs by consolidating systems and pooling resources to obtain economies of scale, improving utilization of appropriate healthcare resources.

- Proactively managing chronically ill patients to target them with communications regarding educational offerings and remind them of ways to manage their illness.
- Analyse the performance of routine processes over time (such as admissions, discharges, transfers, and referrals) to eliminate unnecessary steps and increase patient satisfaction.

FORTISHOSPITAL:

The healthcare verticals of the company primarily comprise hospitals, diagnostics and day care specialty facilities. Currently, the company operates its healthcare delivery services in India, Dubai, Mauritius and Sri Lanka with 45 healthcare facilities (including projects under development), approximately 10,000 potential beds and 314 diagnostic centres.

Fortis Healthcare has a vision to set up a network of world - class super specialty hospitals linked with a larger network of multi-specialty hospitals to provide high quality healthcare to the people of India, through a hub and spoke model. Leader in the organized diagnostics segment with 12 Reference Labs, approx. 260 network laboratories and a footprint spanning over 5000 Collection points across 450 cities in India.

CRM Practices in Fortis:

- Instant Information to patients.
- Responding to appointment and special occasions.
- Promptly dealing with patients.
- Customized Services

Implementation of CRM strategies in Fortis: -
➢Maintenance Employee Service.
➢Maintenance of Marketing Strategies.

Measurement of CRM strategies in Fortis: -
➢ Increased customer retention (less defections each year).
➢ Increased visits customer per year Increased average spending per visit.

Information processing in Fortis:

- Start with a baseline knowledge and experience.
- Communicate the plan Orders/prescriptions – i.e. information transfer to other providers.
- Information transfer to the patient Information to referring physician/PC.
- Orders implemented.
- Charges applied to services rendered.
- Use baseline knowledge or information at time of care, to formulate a plan of care every time for unique and highly satisfying service deliver

II. BANKING SECTOR:

India's banking sector is sufficiently capitalized and well-regulated. The financial and economic conditions in the country are far superior to any other country in the world. Credit, market and liquidity risk studies suggest that Indian banks are generally resilient and have withstood the global downturn well.

Indian banking industry has recently witnessed the roll out of innovative banking models like payments and small finance banks. RBI's new measures may go a long way in helping the restructuring of the domestic banking industry.

In August 2017, Global rating agency Moody's announced that its outlook for the Indian banking system was stable. In November 2017, Global rating agency Moody's upgraded four Indian banks from Baa3 to Baa2.

Importance of Customer Relationship Management

Customer Relationship Management has become inevitable for growth and profitability of Banks in present scenario marked by rising competition, technological advancement and empowered customers. In Indian banking, Customer Relationship Management is still at a nascent stage. A very small proportion of its potential has been utilized. The concept has been implemented on a limited scale. The paper investigates the impediments to successful implementation of CRM.

In the present Indian Banking Scenario, two prominent phenomena are the focal point to emerging practices and policies. These are 'Technology' and 'Relationship Marketing'. The power of technology that has revolutionized banking services and practices. 'Relationship Marketing' is the only differentiating factor given the almost commoditization of banking services. On observation of

the recent restructuring, rebranding and reengineering efforts of many banks, we find that the key motive towards these is to utilize customer centricity as a strategy. Further, catalysing the importance of Technology and Relationship marketing is the Core Banking Solution (CBS).

Thus, CRM is a logical progression of CBS for Indian banks. Although, at a nascent stage it is developing swiftly. Customer Relationship Management is the integration of these two cornerstones of Indian banking viz. technology and relationship marketing. It has a potential to bring about dynamic changes in marketing practices of banks in near future, with the objective of business growth through managing customers as assets, systematically collecting, analysing and disseminating customer information and use of this customer information for acquiring, retaining and better servicing customers.

Types of CRM in Banks:
Broadly, three types of CRM are adopted by banks

1. Operation CRM –Operational CRM supports frontline processes in sales, marketing and customer service, automating communications and interactions with the customers. They record contact history and store valuable customer information to ensure a consistent picture of customer's relationship with the bank that can be retrieved by staff as per requirement. The major benefits of operational CRM to banks are:

(a) Sales Force Automation

(b) Customer Service and Support

(c) Enterprise Marketing Automation

2. Analytical CRM – It is about analysing customer information to better address marketing and customer service objectives and deliver the right message to the right customer at the right time through the right channel. It involves the use of data analysis to extract knowledge for optimizing customer relationships.

The major benefits of Analytical CRM to banks are:

(a)Customer Retention

(b) Fraud Detection

(c) Optimising marketing efforts as per customer life time value

(d) Credit Risk Analysis

(e) Segmentation and targeting

3. Collaborative CRM –These involve systems facilitating customers to perform services on their own through a variety of communication and interactive channels. It brings people process and data together and enables channelling of data and information appropriately to bank staff for proactive decision making and enhanced informed customer service and support activities. The major benefits of collaborative CRM to banks are

(a) Providing efficient customer communication across a variety of channels

(b) Online services to reduce customer service costs

(c) Providing access to customer data while interacting with customers.

Thus, CRM can be understood as a catalyst enabling transformation of Banking from   traditional 'Transactional banking' to 'Relationship Banking' by use of technology.

CRM IN BANKING:INDIAN SCENARIO

Few illustrations of Indian banks using CRM will define a clearer picture of CRM in Indian banking.

Yes Bank has developed YCCRM (Yes   Bank Collaborative CRM), the prominent features of which are 'discussion boards' and 'templates'. It results in collaboration among staff and customers to create higher customer value through use of CRM software which enable sharing of relevant customer information to all concerned staff members to design new products, provide proactive service, and informed customer handling leading better service.

Punjab National Bank deployed CRM software with modules of Prospect Management, Lead Management, Activity Management, Product Management, Complaint Management and Business Intelligence Reporting. The payoffs are in terms of increased customer base, cross- selling, sales force optimisation, efficient lead management and higher productivity.

ICICIidentified five functional areas which when integrated will give Bank its CRM Business Transformation Map. Core areas of transformation were business focus, organisation structure, business matrix, marketing focus and technology. The recent CRM application is enabling ICICI customers to perform transactions via the platform of face book, a social networking site.

Bank of Maharashtra has developed in-house software which generates and updates a variety of reports on detailed customer information and sends to branches. These reports are utilised for better customer understanding, better customer support and service by access to relevant customer information with all stakeholders to enable decision making and Business Development as well as retention activities.

CANARA BANK

Canara Bank was founded by Shri Ammembal Subba Rao Pai, a great visionary and philanthropist, in July 1906, at Mangalore, then a small port town in Karnataka. Initially, it was founded with the name Canara Bank Hindu Permanent Fund, but later on the name was changed to Canara Bank Limited. Mr. Ammembal Subba Rao Pai had envisioned the bank to not only offer financial services but also fulfil social causes such as removal of superstitions and ignorance, promotion of habit of saving, aiding the people in need and develop a sense of humanity among the people. Today, Canara Bank occupies a premier position in the comity of Indian banks. Canara Bank has several firsts to its credit. These include:

• Launching of Inter-City ATM Network

• Obtaining ISO Certification for a Branch

• Articulation of 'Good Banking' – Bank's Citizen Charter

• Commissioning of Exclusive Mahila Banking Branch

• Launching of Exclusive Subsidiary for IT Consultancy

• Issuing credit card for farmers

• Providing Agricultural Consultancy Services

Success of CRM in CANARA BANK

SIMPLIFY SALES: Getting prospects is the first step, converting them into customers is next. Let your existing customers make it easy.

IT'S ABOUT EFFICACY: Advertisements brochures and other sales device have limited impact – lower efficacy—because the message is from the vendor

LOW COST: Ironically, few efforts are lower in overall cost than generating customer success stories.

SIMPLE PROCESS: You give us the contact. We do the rest. We interview the customer, performed supporting research, verify all content and submit to you a complete and compelling story.

III. Hospitality Industry

Hospitality industry is a broad category of fields within service industry that includes lodging, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry. The hospitality industry is a multibillion-dollar industry that depends on the availability of leisure time and disposable income. A hospitality unit such as a restaurant, hotel, or an amusement park consists of multiple groups such as facility maintenance and direct operations (servers, housekeepers, porters, kitchen workers, bartenders, management, marketing, and human resources etc.).

One of the most defining aspects of this industry is that it focuses on customer satisfaction. While this is true of nearly every business, this industry relies entirely on customers' being happy. This is because these businesses are based on providing luxury services. Very few hospitality businesses provide a basic service that people need, like food or clothing.

Another defining aspect of this industry is its reliance on disposable income and leisure time. For this reason, most these businesses are for tourists or rich patrons. If disposable income decreases due to a slump or recession, then these are often the first businesses to suffer because customers won't have the extra money to enjoy their services.

Importance of CRM in the Hospitality Industry:

CRM is essential in the hotel industry as it helps a company exceed its customers' expectations by enhancing the aesthetic value of its services and providing the opportunity to build effective interpersonal relations

1. **One-stop Database** – A CRM Software contains all relevant data pertaining to its customers which are constantly updated to accommodate any changes. This facilitates for quick identification of data regarding the customer which aids in faster problem solving.

2. **Enhances Sales Productivity** – Repetitive sales tasks like sending bulk e-mails and generating reports can be automated, thanks to CRM. The CRM mobile access allows sales teams in the hotel

industry to have ready access to their customers' preferences which helps them to create more lucrative offers for their clients.

3. **Customer Retention** – While competition and product dissatisfaction account for only 9% and 14% of customer loss respectively, 69% of customers move away from one company to another due to the lack of personal bond with the company. As Rob Yanker of Mckinsey & Company puts it, "Winning back a lost customer can cost up to 50-100 times as much as keeping a current one satisfied."

4. **Winning Strategies** – CRM employs strategies like cross-selling that involves offering customers services that augment their original purchase and develop their interest in other products of the company. Offering upgrades or extra services, for example, sightseeing packages come under the category of up selling. CRM strategies also include benefits like a two-day all-inclusive package at a discounted rate for its loyal customers. All these schemes increase the company's sales while making the customers' purchase experience more meaningful.

5. **Customization** – CRM software allows the hotel industry to customize products according to the target audience. While for certain customers, value for money is the priority, for many others luxury and overall experience matter the most.

6. **Better Customer Support** – CRM builds an effective customer support system that is fast and aids clients through phone, chat, e-mail and even in person.

CRM is not effective when used as a strategy or software; it needs to be adopted as a company philosophy for the best results.

The Taj Hotels:
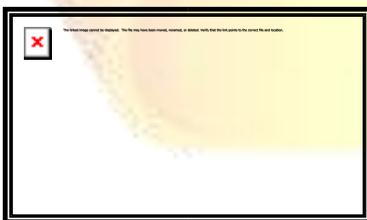
The Indian Hotels Company Limited (IHCL), branded as Taj Hotels Palaces Resorts Safaris, is an international chain of hotels and resorts headquartered at Express Towers, Nariman Point inMumbai. Incorporated by the founder of theTataGroup,JamsetjiTata, in 1903, the company is a part of the Tata Group, one of India's largest business conglomerates.

As of 2017, the company operates a total of 99 hotels and hotel-resorts, with 83 across India and 16 in other countries, including Bhutan, Malaysia, Maldives, Nepal, South Africa, Sri Lanka, UAE, UK, USA and Zambia.

CRM activity use in Taj Group of Hotels

1. **Guest Preference Sheet**: At the time of the reservation a preference sheet is sent across to the guest along with the reservation conformation mail This is primarily to capture the various preferences of the customer such as food habits (Diabetic/ Low fat etc.), special needs etc. It also asks if the customer is coming on a special occasion or not and arrangements are made accordingly made on the visit E.g. If the guest is coming on a honeymoon or anniversary the room is decorated accordingly, cake is placed in the room etc.

2. **Handling Complaints**: This is another important tool in improving the service of the hotel and to capture guest complaints. If a complaint is registered by a customer it is updated on the software. Gradually as the time lapses the status displayed turn from green to yellow and ultimately red. This status can be seen by any of the managers as the software is connected to the central server. A daily Action Taken Report is generated which is signed by the operational head.

3. **Fidelo**: Fidelio is the property management system used by Taj Hotels. Although it is used for various functions but it also plays an important role in the CRM processes of the hotel. It is used for saving the profile, preferences and special information (Anniversary, Birthday, allergies etc.) related to the guest on a central server. This information is accessible to all the Taj properties; therefore, whenever there is

a repeat customer the hotel staff already has all the necessary information enabling them to delight the customer by personalized service.

4.   GRE Courtesy call: Once the guest is in the hotel and stayed for some time (a day or two) a courtesy call is made by the Guest Relationship Executive during the evening hours. This is just to know about the guest's experience and how can it be improved in case there is some difficulty being faced by him/her. In case there is a complaint it is uploaded on the CRM software and further processes are followed as mentioned above.

5.   GSTS (Guest Satisfaction Tracking system): Post departure an automated mail from the central server is sent to the guest requesting to fill up a feedback form. There are various heads covering the various stations of experiences which are scored on a Likert Scale. This information is quantified to highlight the areas of concern. This score is also used as a measure of performance of a hotel unit.

III. RETAIL INDUSTRY

•   Retail has played a major role world over in increasing productivity across a wide range of consumer goods and services. The impact can be best seen in countries like U.S.A., U.K., Mexico, Thailand and more recently China. Economies of countries like Singapore, Malaysia, Hong Kong, Sri Lanka and Dubai are also heavily assisted by the retail sector.

•   Retail is the second-largest industry in the United States both in number of establishments and number of employees. It is also one of the largest Industry worldwide. The retail industry employs more than 22 million Americans and generates more than $3 trillion in retail sale annually. Retailing is a U.S. $7 trillion sector.

•   Wal-Mart is the world's largest retailer. Already the world's largest employer with over 1 million associates, Wal-Mart displaced oil giant Exxon Mobil as the world's largest Company when: it posted $219 billion in sales for fiscal 2001. Wal-Mart has become the most successful retail brand in the world due its ability to leverage size, market clout, and efficiency to create market dominance.

Wal-Mart heads Fortune magazine list of top 500 companies in the world.

ORGANIZED V/S UNORGANIZED RETAILING Unorganized Retailing/Traditional Retailing

According to the National Accounts statistics of India 'the unorganized sector includes units whose activity is not regulated by any statue or legal provision, and/or those, which do not maintain regular

accounts. In the context of retail sector, it could therefore be said to cover those forms of trade which sell an assortment of products and services ranging from fruits and vegetables to shoe repair. These products or services may be sold or offered out of a fixed or mobile location and the number of people employed could range between 10-20 people. Thus, the traditional formats of low-cost retailing, for example, the neighbourhood baniya, the local kirana shop, owner manned general stores, provision stores, hand cart and Mom and Pop Stores, local sabji mandi, weekly haats, general readymade garment shop or a footwear shop, general electronic shop etc. would be termed as the unorganized sector.

Organized or Modern Retailing

Organized retailing refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include the corporate-backed hypermarkets and retail chains, departmental store, discount stores, drug stores, factory outlets, and the privately owned large retail businesses.

The organized retail stores are characterized by professionally managed stores or large chain of stores, providing goods and services that appeal to customers, in an ambience that is encouraging for shopping and agreeable to customers. For example: Vishal Mega Mart, Big Bazaar, Shoppers Stop, Reliance Trends, Spencer's, Reebok, Nike, LG, Apollo Pharmacy, etc.

IMPORTANCE OF CRM IN RETAIL INDUSTRY

A sound and well-rounded customer relationship management system is an important element in maintaining one's business in the retail marketing industry. Not only is customer relationship management a business strategy but it is also a powerful tool to connect retail companies with their consumers. Developing this bond is essential in driving the business to the next levels of success.

INTEGRATING A CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM IN THE RETAIL MARKETING

A retail business sells goods or services; strives to attract more consumers by marketing and advertising and seeks customer feedback. And these are just among the many things that a retail business must juggle: product supply, finance, operations, membership database, etc.

With a customer relationship management integration (CRM Integration)system in place, managers and supervisors of retail businesses can set goals, implement processes, and measures and achieve them in a more efficient manner.

ROLE OF CRM IN RETAIL BUSINESS

Customer history: CRM stores all the customer information and profile like their last purchase, business cards, and phone numbers. This helps in recording all the history of a customer so you know each one of them individually and you know who your regular customers are and what their needs are. Which also helps you in for seeing the demands and getting better business and makes the customers "experience better at your store.

Segmenting: Collecting all the information about the customers allows it to put your customers in different section so you can attend them accordingly. This way you can segment your market. There might be families, youngsters, vegetarian, non-vegetarian, new buyers, long term customers, lighter purchase customers, etc. The segmentation in your market helps you in providing better strategy that suits your customers.

Tracking: CRM software helps you in tracking all the customers individually. This provides you the clear information as to which customers are beneficial for you and which are not. And which customers have proven to be loyal which have not. So, you can also provide them better service and at times reward your loyal customers to keep up their loyalty and get more buyers indirectly.

Promotions: Promotions helps you target the right audience as it tracks each customer. Therefore, you can manage them putting in groups or even individually. This will help you provide them better service. And when a customer visits your website you can accordingly consider what they are looking for and include the promotion of that particular product in their newsletter.

Purchase tracking: CRM allows you to track each customer's purchase separately so you know their interests and if their product had any issue or any damage. This way you will be able to provide them better service by having their interests included in their sms and emails or newsletters.

Loyalty: CRM allows you to focus on each customer individually hence you can pay attention to their needs more closely. This way you can also focus on your long- term customers and provide them with points, bonuses and rewards which will help you gain customer loyalty. This way you can have better business as loyalty will bring you committed customers which will set the level of your sale and profit in the right track.

BIG BAZAAR
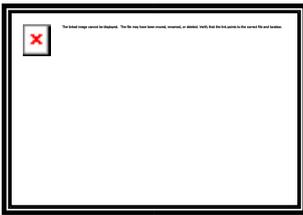
Big bazaar is a chain of shopping malls in India currently with 31 outlets, owned by the Pantaloon Group. The idea was pioneered by entrepreneur Kishore Biryani, the head of Pantaloon Retail Indian customer. The idea from the very beginning was to make Big Bazaar very comfortable for the Indian customer.

Big Bazaar is not just another hypermarket. It caters to every need of your family. When Big Bazaar scores over other stores is its value for money proposition for the Indian customers. If one looks at Indian bazaars, mandis, melas, they are environments created by traders to give shoppers a sense of moment, of event, of place. They provide an inclusive environment where men and women from all castes, creeds and classes can come and shop at the same place. The founders of Big Bazaar were from the beginning very clear that they had to reflect the look and feel of Indian bazaar at their modern outlets, so that no customer would feel intimidates with the surroundings.

CRM in Retail Marketing (Big Bazaar)

Customer relationship activities have the most impact on customer retention. Every customer service encounter has the potential to gain repeat business or have the opposite effect. The expectation of personalized, relevant offers and service is becoming a primary driver of customer satisfaction and retention in financial services

It is said that a successful CRM implementation will allow your Customer Service, Sales and Marketing people (and anyone else in your organization) to have a holistic view of each one of your customers. In theory, this will enable them to make quick, informed decisions, create cross selling and up selling opportunities, measure marketing effectiveness and deliver personalized Customer Care. Sound's great doesn't it.

Advantages of CRM for Big Bazaar

Using CRM, at the management of Big Bazaar can:

- Provide better customer service
- Increase customer revenues

- Discover new customers
- Cross sell/Up Sell products more effectively
- Help sales staff close deals faster
- Simplify marketing and sales processes

Customers prefer a combination of differing channels in which to deal with your company. Self-service on the web can even be done for complex products. Plus, self-service on the web offers retail banks the opportunity to shift cost out to the customer

IV.   Aviation Industry

Aviation is the practical aspect or art of aeronautics, being the design, development, production, operation and use of aircraft, especially heavier-than-air aircraft. The word aviation was coined by the French writer and former naval officer Gabriel La Landelle in 1863. He derived the term from the verb avier (an unsuccessfulneologismfor "to fly"), it derived from the Latin word avis ("bird").

The airline industry is a very competitive market, in the past 2 decades the industry has expanded and still expanding its routes domestic and globally in the beginning airline industry was partly government owned but in the recent years many privatization with airline industry have taken place. **D E L A G** (Deutsche Luftschiffahrts -Akiengesells chaft) the first world's first airline which was on the 16 November 1909 this airline was started mainly with the government owned/assistance this airship manufacturers were the Zeppelin Corporation and their headquarters was in Frankfurt. The two Americans named Rufus and Marriott tried to start the America's first airline but the attempts were failed due to the airline catching fire. The five airlines which was first started still exist these airlines are the oldest ones.

Importance of Customer Relationship Management in Aviation Industry

- Customer relationship management ensures that the customer is managed in the most efficient way. It all starts from the beginning when the airlines start interacting with the Customers on real time value to airlines.

- All the process whether it is consistent or dynamic are tailored for the customers. This helps the airlines to keep a track of each design process including network switch, multimedia management and other information before the customers contact again.

- Implementing customer relationship management application may lower down the cost of design, implementation, training, administration, etc. It also reduces the cost of reengineering.

- They also provide customised discounts to the customer for their convenience.

INDIGO AIRLINES:

- CRM is the process of managing detailed information about individual customers and carefully managing all customer touch points to loyalty. Managing touch points in Indigo airlines include reservations, check in and check out, frequent flier program, business class services, flight attendants, food and beverages, baggage tracking.

- Some of the most important CRM practices that indigo follows are: Online reservation system, separate accounts for member, agency and corporate, call centers , domestic travinsure, proper schedule available on website, baggage tracer, well trained and groomed in-flight crew and most importantly on time performance, cheap fares, ancillary services, food and beverages are allowed inside the flight, Indigo offers new, comfortable airbuses for travel, notification by SMS in case of flight delay, refund is available in case flight is delayed by more than two hours.

- Infant and child care, wheel chair assistance, expectant mothers: Expectant Mothers, till the end of 35 weeks of pregnancy may be permitted to fly on Indigo flights provided there are no prior complications. Expectant mothers between the 36th week till 38th week of pregnancy may be permitted to fly on Indigo provided the expectant mother has a 'Fitness to Fly' certificate from her treating obstetrician and she is accompanied by at least an MBBS doctor. Unaccompanied minors, medical emergencies, travelling with animals and carriage of stretchers.

- Refund options: In case of delay or cancellation of the flight, the passenger shall have the right to choose a refund or a credit for future travel on Indigo or rebooking onto an alternative indigo flight at no additional cost subject to availability.

- Seat plus: It allows the customer to choose seats which they desire and feel the most comfortable on at the time of booking or anytime up to two hours before the departure of flight. Seats have charges associated with them depending on their location in the aircraft.

- **Cargo Jet Airways** has been on the forefront in the transportation and handling of general and special cargo. You can now send your cargo to New York and India daily. Enjoy the reliability of world class professionalism and service with the convenience of a daily flight. Make a change for the better with Jet Airways Cargo.

CONCLUSION:

Gaining and Retaining Loyal Customer plays an extremely important role in any business. Economic liberalization, increasing competition, demanding customer, high consumer choices and more emphasis on quality has bound today's organization to shift from traditional marketing decision to strategic marketing programs. It is the customer's feedback about a product or service that determines its success and translates into profit for the company. This is especially true for service-based industries like healthcare, hospitality, aviation, banking and retail. All successful businesses in the world today thrive on customer relations than the quality of their products alone.

Industries today are using various CRM practices like customization of the product, maintaining interaction with the customers regularly and providing good quality service etc. Customer relationship management is one of the biggest challenges faced by the Indian banking sector especially for the public-sector banks. Banks need to invest furthermore in technology to retain the customer and new services should be constantly introduced to ensure growth of the banks and to be competitive in market.

Hospitality sectors greatest assets are their knowledge of their customers. They can use this asset and turn it in to key competitive advantage by retaining those customers who represent the highest lifetime value and profitability. Using a database to personalise products, discounts and events for consumers is crucial in creating repeat customers who are keen to engage with a brand and enjoy all the benefits of signing up with a corporate or an organisation.

Simply implementing a solution intended to achieve organizational goals is not enough to achieve CRM success. The process should ensure that these goals are achieved. More importantly CRM optimization should be encouraged through the right practices, optimization of resources and the ability to adapt to change. Objectives need to be identified and CRM goals need to be fixed before embarking on CRM project. Business processes need to be integrated with CRM solution before actual implementation. The chosen solution should fit organizational objectives.

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