

INTRODUCTION AND BACKGROUND ABOUT THE STUDY

Customer Relationship Management (CRM) has become an important part of modern business practices. It refers to the methods and techniques used by companies to maintain healthy and long-lasting relationships with their customers. When a company understands customer needs, provides good service, and communicates effectively, customers feel valued and are more likely to remain loyal. CRM helps organisations improve their service quality, handle customer problems, and create a positive experience for customers.

In today's competitive market, customers have many choices. If they are not satisfied with one brand, they can easily shift to another. This makes it essential for organisations to use effective CRM techniques to attract customers and keep them satisfied. CRM not only focuses on solving customer complaints but also aims to understand customer preferences, buying behaviour, and expectations. By doing so, companies can offer better services and build stronger connections with their customers. CRM also plays a major role in increasing customer loyalty and retention. When customers have good experiences and timely support, they tend to trust the company more. Loyal customers often continue to buy products and may also recommend the company to others. This helps the business grow and remain competitive. On the other hand, poor customer handling or lack of communication can result in losing customers, which negatively affects the company's performance. Different CRM techniques such as customer feedback collection, personalised communication, after-sales support, service follow-up, and maintaining customer records help companies improve their relationship with customers. By using these techniques properly, organisations can understand what customers expect and how satisfied they are with the services provided. Studying these techniques helps identify which methods work well and which areas need improvement.

The present study focuses on evaluating the effectiveness of Customer Relationship Management techniques used at Irinave Weavers, Kannur. The study aims to understand how the organisation interacts with its customers, how well the CRM practices are functioning, and how these techniques influence customer satisfaction and loyalty. The findings will help the organisation improve its customer-handling methods and strengthen its relationship with customers.

NEED FOR THE STUDY

Customer Relationship Management (CRM) plays an important role in helping organisations understand their customers and maintain good relationships with them. As customers today expect better service, quick responses, and personalised attention, it becomes necessary for businesses to use effective CRM techniques. Studying CRM helps to identify how well an organisation handles customer needs, how satisfied the customers are, and what improvements can be made to strengthen the relationship. This study is needed to understand whether the CRM techniques used by Irinave Weavers are effective in creating customer satisfaction and loyalty. By examining customer experiences and feedback, the study aims to highlight the strengths and weaknesses of the current CRM practices and provide useful suggestions for improving customer service and retention.

RESEARCH PROBLEM

Many organisations use different Customer Relationship Management (CRM) techniques, but they often face difficulties in understanding whether these methods are actually helping to improve customer satisfaction and loyalty. Customers may have different expectations, and if the CRM practices do not meet their needs, they may feel dissatisfied or choose another brand. At the same time, when CRM techniques are effective, customers tend to stay with the company and develop trust in its services. The main problem of this study is to find out how well the CRM techniques used at Irinave Weavers are working, what customers feel about these practices, and whether these methods are helping the organisation maintain strong and long-lasting relationships with its customers.

SCOPE OF THE STUDY

The study focuses on understanding how effective the Customer Relationship Management techniques are at Irinave Weavers. It covers customer satisfaction, service quality, and the methods used by the organisation to maintain customer relationships. The study is limited to the customers and CRM practices of Irinave Weavers alone.

LIMITATIONS OF THE STUDY

- The study is limited to customers of Irinave Weavers, so the results may not apply to other organisations.
- The responses collected are based on the personal opinions of customers, which may vary from person to person.
- The sample size is limited, which may not fully represent the views of all customers.
- Time restrictions reduced the possibility of collecting more detailed information.
- Some customers were not able to give enough time for the survey, which may affect the depth of the study.

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