

THE APPLICATION OF CRM SYSTEM IN RETAIL INDUSTRY

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ABSTRACT

Today in the highly competitive market, the implementation and application of a Customer Relationship Management (CRM) system may represent the difference between success and failure for retailing organizations. We know that the survival of every organization depends on the quantity and quality of its customers, so they should keep their old customers and attract new ones. You know that it's easy to copy your competitor's products and even services but it's almost impossible to copy their relationships with their customers and here is where CRM comes in. This paper discusses the strategic significance and application for customer relationship management (CRM) in Retail Industry and some points to survive by making your customers loyal.

KEYWORDS: CRM, Retail, Customer Loyalty, Competition