

**“A STUDY ON INNOVATIVE MANAGEMENT PRACTICE FOR GLOBAL  
ENVIRONMENT IN E-CRM (WITH SPECIAL REFERENCE  
TO SUPER MARKETS AT ERODE)”**

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**ABSTRACT**

*The process of storing and analyzing the vast amount of data produced by sales calls, customer- service centers and actual purchases, supposed to yield greater insight in to customer behavior. CRM allows businesses to treat different types of customers differently – in some cases, for instance, by responding more slowly to those who spend less or charging more to those who require more expensive handholding. In this modern world, CRM plays a very important role amongst different types of customers and competitors. Management using some of the tactics in CRM helps to identify the regular customer's needs and requirements and also to reduce the competition between the various manufacturers in the market.*

*In this study, an attempt has been made to analyze how the management adopts innovative practices for global environment through CRM (E-CRM).*

**Keywords:** *Expensive Handholding, CRM Plays, Yield Greater*

Original Article

Received: Jan 27, 2015 ; Accepted: Oct 28, 2015; Published: Nov 06, 2015; Paper Id.: IJBMRDEC20152