MOBILE CUSTOMER RELATIONSHIP MANAGEMENT - A COMPETITIVE TOOL

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ABSTRACT

The communication between customer and business is the core element of managing relationship with customers. Finding a way or a source of communication is an easy task but using that media to acquire new customer, maintaining relationship with the existing customers and their retention is difficult to perform. It means to use communication media as a strategic or competitive tool needs real efforts. Social media services have grown at a tremendous rate during the past five years. Consumers are flocking to services such as Facebook, Twitter, LinkedIn, and YouTube but compared to other channels, the mobile medium has an exceptional ability to reach people. So the study elaborates on the specific role of the mobile medium as a channel within CRM and highlights its importance for business as well as for customer. In this study the role of mobile CRM to gain competitive advantage is also highlighted. The technical part of mobile CRM is not the part of the study is one of the limitations.

KEY WORDS: Competitive advantage, MCRM (Mobile customer relationship management), Personalized CRM, SMS (Short messaging service).

REFERENCES


