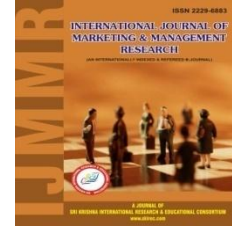




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**A STUDY ON IMPACT OF CUSTOMER
 RELATIONSHIP MANAGEMENT ON
 CUSTOMER SATISFACTION, LOYALTY, AND
 RETENTION: CASE OF INDER RESIDENCY
 HOTEL, UDAIPUR**

ASHISH ADHOLIYA*; DR. J.P. MISHRA;
 DHAWAL BHATT***; MANISH SHARMA******

*Shrinath Ji Institute of management
 Upali Oden Nathdwara Rajasthan India
 **Shrinath Ji Institute of management
 Upali Oden Nathdwara Rajasthan India
 ***Shrinath Ji Institute of management
 Upali Oden Nathdwara Rajasthan India
 ****Shrinath Ji Institute of management
 Upali Oden Nathdwara Rajasthan India

ABSTRACT

Impact of globalization, competition, growing customer acquisition cost, customer awareness and expectations, higher customer turnover, laws and legislation, technological innovation has introduced a tool named CRM¹ in tourism and hospitality sector.

Today customer factor is very important for any industry and has the power to change their short term and long term policies and strategies. Therefore enough knowledge of environment, expectation of customers and their desires are very important to find out the best solution for facing un-expected behaviors of customers. And CRM is a technique to absorb the customer, CRM is about providing special services with updated profile to the customers, and it helps the hotels to retain their customer and also improves their satisfaction level. CRM achieves it by using proven

¹ CRM is technology solutions for large companies or other organizations to manage their contact with customers, including sales, shipping, services and front end activities.

methodologies and e-business technologies to help its users to identify, select, acquire, develop, and retain profitable customers, by building the lasting relationship that is key to long term financial success.

The objective of this paper is to study the impact of CRM on INDER RESIDENCY, Udaipur hotel's customer retention, loyalty and their satisfaction level.