

The Significant Impact of CRM Practices on Customer Satisfaction: with Special Reference to Interior & Exterior Blinds Companies in Sri Lanka

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This study examined the impact of customer relationship management (CRM) elements on customer satisfaction. CRM is one of the critical strategies that can be employed by organizations to improve competitive advantage. The organizational context of the study was Interior & Exterior blinds companies in Sri Lanka. It is necessary for the organization to build and maintain a strong relationship with the customers in order to achieve the ultimate goal of customer satisfaction. Four critical CRM elements are measured in this study, behavior of the employees, quality of customer services, complaint handling and Social interaction. The population of the present study is customers with high income who are purchasing blinds from western province, 150 respondents were selected through convenient sampling and data has been collected through questionnaire. Correlation and regression analysis are used to examine the relationship of the variables and effect of the independent variables on dependent variables. According to the study it is recommended initiation of loyalty programs and continuous improvement of CRM activities are essential for further development of industry.

Keywords: Customer Relationship Management(CRM), Customer satisfaction, Interaction Management, Relationship development.