Customer Relationship Management (CRM) focuses on your enterprise's number one priority - creating a satisfactory customer experience that will delight your current clients and help you acquire new ones more quickly. Being able to build a customer relationship is vital to the success of the organization as it focuses on maximizing the revenue from each customer over the lifetime of the customer relationship. Customer Relationship Management is a new way of doing something as old as the business itself. Nevertheless it is not easy to keep customers happy, and it is getting harder all the time.

The rationale behind choosing the study in Small and Medium Enterprises for studying the CRM components is because of the growing importance of SME and their contribution to the Indian Economy. In particular, given the contribution that Small to Medium-sized Enterprises (SMEs) make to the national economy, and the lack of research on SMEs implementation of CRM, SMEs were selected as the main focus in this research. This work looks at building strong customer relations exclusively from the point of view of Small and Medium Enterprises. Several studies (Sin et al., 2012) point out to the fact that a lot can be done for the SME if CRM is used.

This thesis work has been divided into five: Chapter 1 discusses the different facets of customer relationship including establishing the link between the broader concept of Relationship Marketing and Customer Relationship Management. Further, it examines various dimensions of customer relationship; next it discusses the need, rationale and research objectives of the present study. The chapter then concludes with concentrating on the rationale for choosing the concerned companies for the study. Chapter 2, “Literature Review” of this study illustrates literature relevant to various dimensions of customer relationship. The last section of this chapter is related to research framework, proposed study model and the conceptualization of hypotheses. The chapter 3 titled “Research Methodology” details the research methodology adopted to conduct the research. Chapter 4 titled “Analysis and Interpretation”
discusses the analysis and interpretation of the data. Subsequent subsections of this chapter are dedicated to discussion and description of the main results in this section that emerged from statistical analysis for the various SME’s. Furthermore in this chapter, results of the empirical analysis and the hypothesis testing have been presented. Finally Chapter 5 titled “Conclusion and Recommendations” draws conclusion of this study and discusses the recommendation for forging of strong customer relationships in the Small and medium enterprises and customer relationship management. This chapter also indicates the limitations and areas of future research.