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Organizations today consider customers to be assets. Thus, enhancing customer satisfaction & relationship is their current focus for majority of the companies globally. India is no exception to this. With one of the largest customer bases in the world, Indian firms across verticals such as Automobile, Banking, Financial Services & Insurance (BFSI), Healthcare, Retail etc are focusing more on customers over products. Customer Relationship Management (CRM) enables organizations to achieve excellence in customer relations efficiently & effectively.

http://www.bharatbook.com/market-research-reports/information-technology-market-research-report/crm-market-in-india-2011.html

The report begins with an â€˜Introductionâ€™ section providing an overall view regarding CRM, how CRM benefits an organization and a representation of basic CRM framework showing its operation. It highlights some of the essential features of an ideal CRM solution in the â€˜Features of an Ideal CRMâ€™ sub-section. The primary modules and types of CRM are discussed along with special emphasis on Social CRM. The section closes with CRM adoption process detailing the five basic steps of CRM adoption.

It is followed by the section â€˜Market Overviewâ€™ where current market size of CRM in India, focus area type of CRM adopted have been mentioned. Opportunities in various industry verticals are detailed in â€˜Scope of CRM in Various Sectorsâ€™ section covering Automobile, Banking, Financial Services & Insurance (BFSI), Healthcare, Information Technology, Retail and Telecom industry. Next â€˜CRM adoption amongst Small & Medium Businesses (SMBs)â€™ is discussed with details regarding domestic SMBs, their IT spending along with benefits that can be derived by SMBs embracing CRM solutions. Also the various aspects facilitating and hindering adoption of CRM & other IT solutions amongst the SMBs are mentioned in the same section. The section ends with emphasis on cloud computing with overall market size, types of cloud solutions, major cloud based CRM solution providers in the category of System Integrators (SI) & Independent Software Vendors (ISV).

The report continues with â€˜Drivers & Challengesâ€™ section elaborating the major furtherance & impediments of CRM adoption in India. Next, the principal decisive factors for CRM adoption are discussed in the â€˜CRM Selection Criteriaâ€™ section

â€˜Major CRM Playersâ€™ section profiles the domestic & foreign CRM vendors having strong footprint in the Indian market. It provides information such as corporate information and business highlights covering the CRM offering. Also detailed information regarding their key contacts is provided for each of the vendors.

The report also features the various CRM users in Automobile, Banking, Financial Services & Insurance (BFSI), Healthcare, Information Technology, Retail and Telecom sector.

Next the developments & trends in the domestic market related to CRM usage & adoption are mentioned in the â€˜Key Trends & Developmentâ€™ section.Market Research Book

For more information kindly visit :

CRM Market in India 2011

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