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| Abstract |
| An understanding of how to manage a customer relationship effectively has become an important topic for both academicians and practitioners in recent years. Organizations are realizing that customers have different economic value to the company, and they are subsequently adapting their customer offerings and communications strategy accordingly. Thus, organizations are in essence moving away from product or brand centric marketing towards a customer centric approach. This study explains the concept of CRM along with its evolution in international scenario in general and beauty parlors of Bangladesh in particular. The paper explores and analyzes the strategic implementation of CRM in selected beauty parlours of Bangladesh. In this study, an eleven-dimension model is used which encompasses all the essential elements of practical customer relationship management. Data is collected through questionnaires, focus group discussions and in-depth interviews. The average results of these assessments are comparatively medium and at the initial stage. This evidence supports that CRM is gradually being practiced in the under observations service sector under observation. The analysis is followed by some general recommendations for top management and decision makers in service sector. |
| Sustainable Development Goal(s) (SDG) |
| Goal 8: Descent work and Economic Growth |