

Analysis on Modern Business Management Strategies to Improve Customer Services

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The world population is growing with time so does the different technologies are evolving which satisfies customer needs. Thus, there is rise in businesses as different business provides different services, so different businesses have different problems from providers end as well as customers end. Thus main goal of survey is to investigate and evaluate current corporate management techniques that improve customer service. Its specific goal is to pinpoint the essential elements and advantages of incorporating cutting-edge technical tools, such as data analytics and Customer Relationship Management (CRM) systems, into customer service frameworks. The three groups with 50 members in each group based on ages are formed which undergoes the survey with several questionnaires based on which rating is calculated for customer services. Thus, modern services give modern solution for customers which help businesses to attract new customers. The use of Artificial intelligence (AI) helps in developing fast and secure way for resolving customer issues in businesses.

Keywords: Brand, Business, CRM, Customer Service, Customer Support.

1. Introduction

One of the commercial drivers that have the most potential to change society today is entrepreneurship, which can be used to find and seize new chances to meet the evolving wants and expectations of customers. It may presume that the success of a company in an economy based on markets as a whole largely depends on the success of managing commercial activity, as commercial activity is essential and one of the key components of an enterprise's efficient

operation. Assuring successful business operations is a crucial component of company management and strategic planning. Due to the unpredictable and stochastic nature of the strategic setting, which presents numerous demands on the management system, as well as strategic surprises that may be determined as factors of change in commercial activity, management throughout the framework of changes becomes apparent as a component of an enterprise's strategic management [1]. Because of these elements, strategic measures must be developed to reduce dangers and take advantage of chances for strategic changes in the enterprise's internal and external environments [2], [3].

When it comes to business management, the change management approach is a shift in managers' perspectives. It involves adopting all management choices while considering their alternativeness, unpredictability, and the emergence of different change scenarios. Effective change implementation and a management system that is continuously focused on changes that take place in the internal and external environment throughout commercial operations are the goals of the enterprise's business management strategy [4]–[7]. The specificity of activity, organization preparation, inspiration, execution, and control as integrated enterprise management functions are determined by this perspective. Achieving a condition of change preparedness and avoiding worldwide strategic surprises is the primary goal of strategic change management. In today's environment, the operation of the business is a process of constant change implementation, optimization of positive outcomes, and implementation effectiveness. Because of this, enterprise management—business management with changes of all types, levels, natures, and scales—is crucial [8]–[10]. Under such circumstances, an organization's business management system necessitates the creation of scientific underpinnings for change management in all domains, particularly in the area of strategic management, which is intended to guarantee the enterprise's long-term competitiveness and profitability through the efficient use of the resources at hand and the accomplishment of the mission [1]. In this changing environment, the relationship between brand loyalty and sustainable practices offers an intriguing research topic. The enhanced brand loyalty and sustainable business practices. Understanding the reasons why sustainability activities may affect customer behavior and increase brand loyalty will be the main focus [11].

The company's data must be properly integrated in the face of digitization, necessitating the use of an Enterprise resource planning (ERP) or other information system. ERP is the main piece of software that businesses use to manage all of their business operations, coordinate information across different business departments, leverage common databases, and provide a variety of administration reporting tools. Businesses will undoubtedly see a boost in customer satisfaction, staff productivity, and, of course, operating expenses by putting in place an ERP system. Finance, human resources, point of sale, and customer relationship management modules are among the modules that may be installed as part of the ERP system. Marketing and sales are the two primary tasks that businesses must complete in order to boost their revenue [12].

These days, marketing involves more than just posting ads in large quantities on the radio, television, newspapers, and streets; businesses also need to consider the target population they wish to attract. The more a business understands the target market that corresponds with the goods or services it offers, the more impact marketing initiatives may have. In addition to understanding the target market, marketers need to be able to develop a connection with each

individual and serve them as they desire in order to enhance positive customer interactions. The more a business understands the target market that corresponds with the goods or services it offers, the more impact marketing initiatives may have. In addition to understanding the target market, marketers need to be able to establish a relationship with each individual and serve them as they desire in order to enhance positive customer interactions. There are undoubtedly several benefits that a business can get from having a solid relationship with its clients [13]–[15]. Consumers who believe they are receiving the greatest treatment and attention from the business will undoubtedly be really happy and remain devoted clients. Implementing a customer relationship management system is one way a business may identify, assess, and assist marketers in building positive connections with each of its customers. The strategic process of choosing the most lucrative clients for the business and developing relationships with them is known as customer relationship management, or CRM. CRM, or customer relationship management, is a strategic process that helps businesses choose which clients they can serve—of course, in the most lucrative way. In order to maximize the worth of both current and potential consumers, businesses may also establish relationships with these clients using a CRM system. Operational and analytical CRM are the two areas into which CRM is separated in its implementation. The goal of an operational CRM system is to integrate all corporate operations, including sales, marketing, and service automation. Analytical CRM, as opposed to operational CRM, is a system designed to analyze markets and customers in line with sales goals, including consumer behavior. The system that will be created in this research is more focused on operational CRM than analytical CRM since it aims to integrate business activities inside the organization. One of the goals you want to accomplish with a CRM system is customer happiness. When clients have experienced the advantages of the company's goods and services, they will be satisfied. To provide the best service, businesses must concentrate on a few CRM process phases: crossfunctional CRM, customer-facing level CRM, customer-oriented CRM, and macro-level processes. The cross-functional, customer-focused CRM approach includes performance evaluation. The monitoring and evaluation of CRM operations is the goal of performance assessment. Performance metrics, which evaluate the performance outcomes attained with improvements, can be used for performance monitoring [12].

The creation of new business management methods in response to shifts in commercial operations is the article's primary goal. The system of business operations and potential modifications to it are the subject of the research. A brief survey of the on the study issue is provided by the study's format, along with the methodology that covers the primary findings and their discussion, conclusions, and major survey methodologies.

2. LITERATURE REVIEW

Ratna Handayati et al. [16] conducted study on Small and Medium Businesses (SMEs) and also gives useful advice on how one should to handle big data excellently and efficiently for customer service improvement and customisation. The data is collected from Google scholar in between year 2014-2024. Their analysis shows how SMEs may use big data to improve customer service and customisation. SMEs may overcome their resource and talent constraints by leveraging cloud-based technology, reasonably priced analytical tools, and skill development.

Minna Saunila et al. [17] studied on the effect of total quality management (TQM) on the employees, customers, and business reputation. The study is based on systematic survey on how TQM and business performance relate to customer happiness, employee satisfaction, and corporate reputation. The results obtained show that four TQM dimensions staff Management, Risk Management, Management/leadership and Customer Focus were associated to staff satisfaction, two TQM dimension Customer Focus and Product Management were related to businesses' customer satisfaction. The reputation of the firm has nothing to do with any of the TQM aspect.

Omamode Henry Orieno et al. [18] studied on the development and impact of contemporary management techniques, targetting on the ways in which organizational culture, leadership philosophies, and change management techniques all support organizational success. Their research also emphasizes how technology is increasingly influencing management tactics and how it boosts competitiveness, efficiency, and innovation. The study concludes by advising contemporary firms to adopt technology-driven, integrated, and dynamic management strategies. It emphasizes how crucial it is to develop inclusive and cooperative cultures, use technology to innovate, and put ethical and sustainable management techniques into place. The study offers scholars and practitioners useful insights and advice for negotiating the intricacies of the contemporary corporate environment.

Vicente Guerola-Navarro et al. [19] has conducted research on the actual relationship between CRM and entrepreneurial marketing in company using a semi-systematic examination. Through the empowerment of entrepreneurial marketing, this method is utilized to thoroughly illustrate the state of the art about the influence that CRM may have in the contemporary company environment. The 86 most pertinent research on how CRM influences the creation of entrepreneurial marketing policies by aligning with relationship marketing and customer-centric company models are studied. One of the main drivers of technical and social change in entrepreneurship is the expanding usage of CRM in businesses, which is a prime illustration of how big data can advance society.

Jose Gabriel Carrasco Ramirez [20] has discussed the importance of business planning in promoting successful management techniques, emphasizing how it helps with decision-making, organizational alignment, and proactive adjustment to shifting market conditions. This study highlights the crucial connection between effective management and business planning by reviewing relevant literature and case studies. It also highlights the significance of stakeholder participation, flexibility, and clarity in the planning process. The study also shows that how corporate planning is changing in the digital era, when creativity and agility are crucial. In the end, these abstracts seek to shed light on how companies may use planning to manage risks, seize opportunities, and achieve long-term success in the current competitive environment.

Zainab Efe Egieya et al. [21] examined the cultural preferences, communication techniques, and market expectations influence on consumer interactions in Nigeria and USA. In order to find cross-cultural standard procedures that can improve customer engagement methods internationally, it investigates the efficacy of digital platforms, tailored approaches, and consumer feedback systems. The study compares financial risk reduction, compliance, and crisis response strategies in an effort to identify general guidelines that apply internationally.

As the investigation progresses, it reveals important lessons for companies looking to run smoothly, interact with clients successfully, and effectively manage risks in a variety of global contexts.

Darren Chan Chee Shern et al. [22] used the SERVQUAL model to illustrate and examine the quality of service, particularly in relation to Starbucks locations in Malaysia. Their study uses a questionnaire-based survey to collect data in real time. The public was given 221 surveys in all. After data collection, SPSS software is used to evaluate the collected data. In the cutthroat coffee chain sector, the goal is to not only draw in and keep consumers, but also foster their loyalty. This study aims to pinpoint the essential aspects of quality of service that have a major influence on client loyalty by concentrating on the SERVQUAL model. Starbucks needs these insights in order to make wise judgments and put plans into action that will improve the quality of its services.

Elli Sulistyaningsih et al. [23] studied e-marketing strategies using online resources including social media, websites, email, and online advertisements. The creation and use of novel concepts, goods, procedures, or business models that can provide value for the organization is known as business innovation. Businesses may achieve long-term development and success by combining an efficient e-marketing strategy with ongoing business innovation initiatives. The quality of micro, small, and medium enterprises (MSMEs) revenue services is positively impacted by the interaction between e-marketing and business innovation. E-marketing gives MSMEs the chance to expand their consumer base and exposure via the use of digital tactics and online platforms.

Abayomi Abraham Adesina et al. [24] studied on how advanced analytics may be used to optimize corporate operations, emphasizing methods, approaches, advantages, and difficulties. To increase productivity, efficiency, and competitiveness, advanced analytics—which includes data mining, machine learning, predictive analytics, and prescriptive analytics—is being incorporated into company operations more and more. Along with implementation tactics including strategic planning, change management, technological infrastructure, training, and continuous monitoring, techniques like predictive analytics, process mining, prescriptive analytics, automation, and AI are covered. With the use of case studies from a range of sectors, the study gives deep knowledge about the advantages of advanced analytics in corporate operations, including increased productivity, efficiency, and improved decision-making.

Edith Ebele Agu et al. [11] investigated on the connection between brand loyalty and sustainable business practices, emphasizing the consequences for contemporary companies. Sustainable practices have an impact on consumer perceptions, trust, and brand loyalty from an economic, social, and environmental standpoint. The literature investigated how sustainability improves brand perception, increases customer retention, and gives businesses a competitive edge in socially conscious markets. Important conclusions highlight the value of openness, sincerity, and moral behavior in building stronger customer relationships and enduring brand loyalty. Strategies for incorporating sustainability into fundamental company plans to improve customer trust, set oneself apart from rivals, and generate long-term financial rewards are among the practical consequences for companies. Businesses are urged to prioritize responsible corporate citizenship and innovate sustainably in order to meet global

sustainability targets as consumer expectations and regulatory environments change.

Nelly Tochi Nwosu et al. [25] researched on the use of data analytics to revolutionize health services by providing individualized treatment, enhancing patient outcomes, and reaching a wider audience. The main advantage of strategy used is demonstrated by case studies of effective data analytics deployments in the healthcare industry. In the health sector use of data analytics is a game-changing technology that improves the market penetration with the customer experience. Health providers provides individualized treatments, streamlined operations, and strategically increase their market presence by implementing data-driven methods, which will eventually improve health outcomes of patients and promote long-term success.

Farouq Ahmad Faleh ALAZZAM et al. [1] studied on the technique used for a contemporary approach to business management strategy modeling in response to changes in business operations. It is a systematic strategy for developing corporate management strategies in response to shifts in commercial activity. The author provided a schematic and pictorial representation of the steps involved in developing the primary business management plan using block-object-oriented modeling. Numerous processions and acts are taken in each of its blocks with the goal of altering business activity. This research's analytical approach to developing a company management plan within the context of shifting commercial activity is what makes it new.

Wagobera Edgar Kedi et al. [26] examined that how AI software may be used to automate tailored marketing and how it affects sales and customer satisfaction in small and medium-sized businesses (SMEs). The study looks at important AI technologies including ML, NLP, and predictive analytics to show how these tools help companies provide tailored content and suggestions, which improves client engagement and retention. AI-driven marketing techniques might help SMEs achieve notable gains in sales performance and return on investment (ROI), according to the study. In addition to outlining new trends and potential uses for AI in the future, it provides case studies of successful deployments. The study highlights the necessity of continuous innovation and ethical issues in AI adoption in its conclusion, which also offers implications for SMEs and suggestions for further research.

Research Gap:

Thus there are many studies done on the business and marketing strategies which targets consumers. Most of the study focuses on brand loyalty for customers. With time there is change in customers and their choices so it is always necessary to know the need of customers to improve business services. There are many studies on the different parameters of business management and customer services but there are less studies which are focused on actual customer needs and what to do to improve customer services for modern world modern business.

Objective:

To investigate and evaluate current corporate management techniques that improve customer service.

3. METHODOLOGIES

3.1. DESIGN:

The survey helps to improve business management strategies for betterment of customer services. The flow of survey is shown in figure 1 which is important part of this survey. It is necessary to decide the population for survey before doing any public survey. The population may varies depending on objectives of survey. The population which is part of survey is divided into different groups according to their age, this helps in knowing customer better to fulfil their requirement.

As this is survey so there is certain list of questionnaires which is the core of survey. The survey has 10 questions which are based on CRM which mainly focused on customers and their needs and problems faced during the service. The response is collected from, the groups of customers in the form rating which is based on fixed scale for each question which highlights the customer satisfaction level from the service. This will helps the businesses to know the customers’ needs and problems. Based on the responses collected from the customer analysis is done which will helps to know the needs of different age groups and also helps to improve the services.

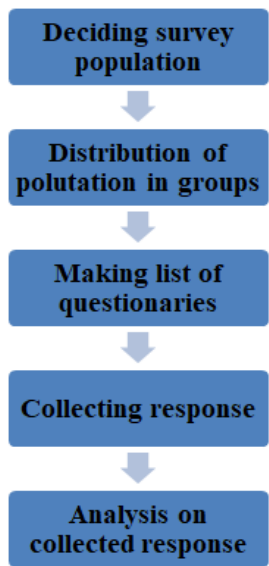


Figure 1: Illustrates Flow of Survey and Analysis

3.2. SAMPLE AND INSTRUMENT:

3.2.1. Suitable Age Groups for the Survey:

There is different customer base for different business which should be considered while planning any survey. As the targeting customer to fulfil their need is important for growing any business. For 50 customers in each age group i.e. 150 customers take part in this survey (N=150). The age distribution is as shown in Table 2, which also shows number of customers participated in the survey.

Table 2: Represents the Group Wise Age Distribution which is considered for Survey

Sr. no.	Age groups	No. of customers
1.	18–35 Years	n=50
2.	36–55 Years	n=50
3.	56+ Years	n=50

3.2.2. Questionnaires:

1. How satisfied are you with the overall customer service experience?
2. How likely are you to recommend to others?
3. Which communication channel do you prefer for interacting with customer service?
4. How frequently do you receive personalized recommendations or offers relevant to you?
5. How effective do you find the self-service options available?
6. How would you rate the speed of issue resolution when contacting customer support?
7. How often do you need to repeat information or re-explain issues to customer support representatives?
8. How likely are you to continue using the service due to positive customer support experiences?
9. How confident are you that your personal data is kept secure by the customer service team?
10. How well are privacy policies communicated by the company to ensure data safety?

3.2.3. Different industries use different CRM solutions which has different motive for customer satisfaction:

The role of each sector is different and so the approach of customer and their services is different. The different industries have different CRM which have various strategies to resolve as shown in table 3 and table 4.

Table 3: Represents CRMs in Different Industries in India

Industry	Common Solutions	CRM	CRM Focus	Key Business Strategies
E-commerce	Salesforce, HubSpot	Zoho,	Omnichannel customer service, real-time order tracking, personalization	Personalized recommendations, proactive communication via multiple channels
Telecommunications	Microsoft Dynamics, Freshdesk		Customer support automation, churn prediction, self-service portals	AI-based customer support, proactive issue resolution, loyalty programs
Financial Services	Oracle CRM, Salesforce		Data security, personalized financial advice, customer satisfaction	Mobile app integration, AI-driven fraud detection, personalized support

Healthcare	SAP CRM, Zoho	Patient relationship management, personalized care, appointment scheduling	Telemedicine integration, AI-driven patient care, proactive follow-ups
Hospitality and Travel	Salesforce, Freshworks	Loyalty programs, personalized travel offers, real-time customer support	Seamless booking, customized travel experiences, omnichannel support

Table 4: Represents the different industrials sectors in survey using CRM and not using CRM

Sr. no.	Industrial Sector	Industrial Sector Using CRM	Industrial Sector NOT Using CRM
1.	E-commerce	12	8
2.	Telecommunications	15	5
3.	Financial Services	5	15
4.	Healthcare	7	13
5.	Hospitality and Travel	11	9

3.3. DATA COLLECTION and ANALYSIS:

The role of CRM is important in managing any business. The questionnaires prepared for survey is allotted to 150 customers which are divided into three groups uniformly. The data collected from those customers is shown in table 5. The average response is calculated by stand mean formula which is as follows:

Average Response Rating = Sum of all responses in a one group / number of participants in one group (n)

Table 5: Represents the Questionnaires and Average Responses Rating by Customers

Sr. no.	Question	18-35 Years (Avg. Rating)	36-55 Years (Avg. Rating)	56+ Years (Avg. Rating)
1	Satisfaction with overall customer service experience	4.2	4.0	3.8
2	Likelihood to recommend (NPS)	8.5	7.8	6.5
3	Preferred communication channel			
	- Live Chat	40%	25%	15%
	- Phone Support	15%	30%	50%
	- Email	10%	20%	20%
	- Social Media	10%	5%	5%
	- Self-Service	25%	20%	10%
4	Frequency of personalized recommendations	3.8	4.1	3.5
5	Effectiveness of self-service options (FAQs, chatbots)	4.0	3.8	3.2
6	Speed of issue resolution	4.2	3.9	3.5
7	Frequency of re-explaining information			
	- Always	5%	10%	15%

	- Often	15%	20%	25%
	- Sometimes	35%	40%	30%
	- Rarely	30%	25%	20%
8	Likelihood to continue using service due to positive experiences	4.3	4.0	3.6
9	Confidence in data security	4.0	4.1	3.8
10	Communication of privacy policies	3.9	4.0	3.7

4. RESULT AND DISCUSSION

The purpose of this survey is to know the different corporate management strategies to improve customer services and customer relationship. The survey is based on set of questionnaires which is asked to the different groups of customer where the gives rating for the efforts of management to improve customer relationship. The ratins are based on likert scale. In any business customer management plays the important role for growth of company certain factors are necessary to highlight. Some of the important ratings are shown in the table 5, 6, 7 and 8 which shows different collected responses from the three groups of customer. The figure 2 represents the choice of customer for interaction with any customer service using different platforms.

4.1. General Satisfaction with CRM Services:

The general satisfaction is the main factor which tells about the customer response for any any service. As there are different issues with different customer but CRM helps to resolve all the issues which makes customer to stay connected with the services. This helps in knowing customer needs and also to resolve customer issues to build the trust in the market to build strong customer base. The collected responses are shown in table 6 which are based on Likert scale rating. The Likert scale helps to know the level of general satisfaction by customer which is as shown below:

- Likert Scale:
 - 1 – Very Dissatisfied
 - 2 – Dissatisfied
 - 3 – Neutral
 - 4 – Satisfied
 - 5 – Very Satisfied

Question: How satisfied are you with the customer service provided in the following industries?

Table 6: Represents the Rating Responses of Customer for Satisfaction

Industry	18-35 Years	36-55 Years	56+ Years
E-commerce	[4.2]	[4.0]	[3.8]

Telecommunications	[3.9]	[3.7]	[3.6]
Financial Services	[4.1]	[4.0]	[3.9]
Healthcare	[3.8]	[3.9]	[4.0]
Hospitality & Travel	[4.3]	[4.1]	[3.9]

4.2. Preferred Customer Service Channel:

In any industry interaction with customer is most important; there are different modes of communication which helps industrial officials to interact with the customer. There are different modes of interactions which help to resolve customer issues or to get suggestions from them for betterment of service. The modes of interactions are live chat, phone support, email, self-service portal and social media as shown in figure 2.

Question: What is your preferred way of interacting with customer service in these industries?

- Options:
 - a) Live Chat
 - b) Phone Support
 - c) Email
 - d) Self-Service Portal (FAQ, tutorials)
 - e) Social Media

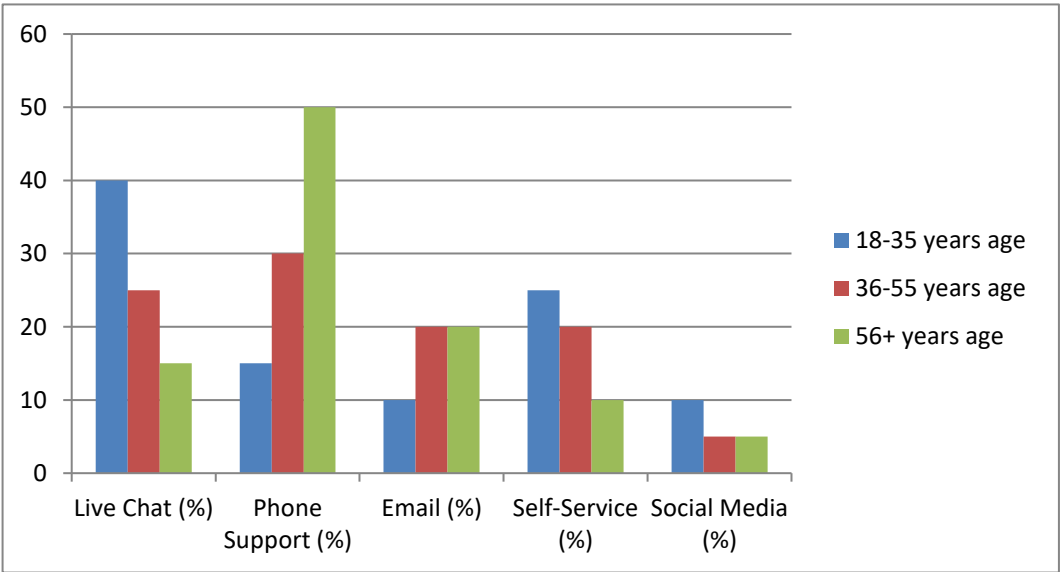


Figure 2: Illustrates the Graphical Data for Customer Preferred Interaction Platform

4.3. Speed of Issue Resolution:

In any CRM it is necessary to know the status of complaints or quarries raised by customer and the response from company to resolve their issue. This helps customer to know how

corporate works to resolve the customer issue to make customer satisfied. As shown in table 7 based on Likert scale as below:

- Scale:
- 1 – Very Slow
- 2 – Slow
- 3 – Average
- 4 – Fast
- 5 – Very Fast

Question: How would you rate the speed of customer service response?

Table 7: Represents the Rating Responses for Speed of Issue Resolution

Industry	18-35 Years	36-55 Years	56+ Years
E-commerce	[4.1]	[3.8]	[3.5]
Telecommunications	[3.6]	[3.7]	[3.4]
Financial Services	[4.0]	[3.9]	[3.8]
Healthcare	[3.7]	[3.8]	[4.0]
Hospitality & Travel	[4.2]	[4.0]	[3.7]

4.4. CRM Tool Usability:

The CRM is the modern tool used to resolve the customer issues and improve the marketing for the business. This tool is the modern method which is mostly preferred by the industries to target the customer issues to resolve them in less time. The goal of this tool is to keep customer in touch with the services to increase the profits. The table 8 shows the rating based on the Likert scale below:

- Scale:
- 1 – Very Difficult
- 2 – Difficult
- 3 – Neutral
- 4 – Easy
- 5 – Very Easy

Question: How easy is it to navigate and use customer service options offered by CRMs in these industries?

Table 8: Represents the Rating Responses for using Customer Services

Industry	18-35 Years	36-55 Years	56+ Years
E-commerce	[4.3]	[4.0]	[3.6]
Telecommunications	[3.7]	[3.6]	[3.3]

Financial Services	[4.2]	[4.1]	[3.9]
Healthcare	[3.9]	[4.0]	[4.1]
Hospitality & Travel	[4.4]	[4.2]	[4.0]

4.5. Likelihood to Recommend (Net Promoter Score):

For any business good customer support is necessary which comes from satisfied customer. It is known satisfied customer is great or biggest promoter. So it is necessary to know the customer needs which helps to make more customer from mouth to mouth marketing, which makes business profitable. As shown in table 9 the rating given by customer for NPS based on the scale below:

- Scale:
- 0-6 – Detractors
- 7-8 – Neutral
- 9-10 – Promoters

Question: How likely are you to recommend the customer service in these industries to others?

Table 9: Represents the Rating Responses and NPS for Customer Services

Industry	Detractors	Passives	Promoters	NPS Calculation	NPS Score
E-commerce	30	45	75	$((75 - 30) / 150) * 100$	30
Telecommunications	30	29	91	$((91 - 30) / 150) * 100$	40.667
Financial Services	46	32	72	$((72 - 46) / 150) * 100$	17.333
Healthcare	15	49	86	$((86 - 15) / 150) * 100$	47.333
Hospitality & Travel	35	60	55	$((65 - 55) / 150) * 100$	13.333

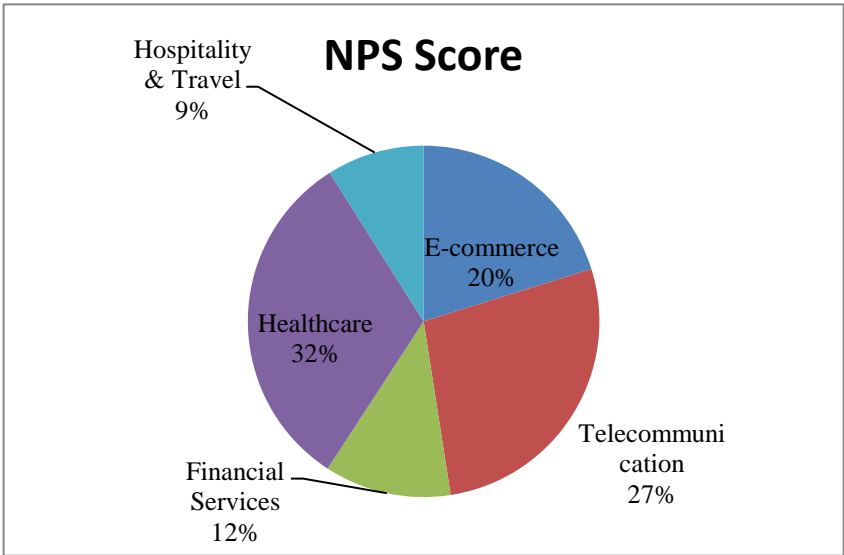


Figure 3: Illustrates the percentagewise distribution for NPS in various Industries

E-commerce has an NPS of 20%, indicating a moderate level of customer satisfaction. Telecommunications has moderate NPS 27%, suggesting a mix of neutral and dissatisfied customers as shown in Figure 3 and table 8. Financial Services and Hospitality & Travel have similar scores (12% and 9%, respectively) with a substantial number of promoters but also have detractors. Healthcare has the highest NPS at 32%, reflecting a strong positive sentiment and high customer loyalty in this industry. This survey data allows for age-segmented insights, showing which customer service preferences and levels of satisfaction are most prevalent among different age groups. In 18-35 years there is higher preference for live chat and self-service, showing this group values convenience and quick, tech-driven support options. 36-55 years tends to use a mix of channels, with a strong preference for phone support in service-heavy sectors like healthcare and finance, suggesting a need for knowledgeable support staff. 56+ years leans towards traditional channels like phone support, valuing reliability and human interaction, especially in healthcare.

5. CONCLUSION

The customer service management is one of important part in any business to earn more profits. The survey is done for knowing the customer preferences and satisfaction across different age groups and services provided by different industries. Younger or adult group (18-35) showed a strong preference for digital platforms such as live chat and self-service options, reflecting their comfort with technology and their preference for efficient issue resolution. The mid-aged group (36-55) shows a equal approach, using both traditional (phone support) and digital options, indicating the need for adaptable CRM strategies which provides diverse communication preferences. The senior age group (56+) shows the more preference for phone support, particularly in sectors like healthcare and financial services. This segmentation of customer choices underscores the importance of adopting multi-channel and adapted CRM approaches to improve strong customer relationships and loyalty in India's evolving business landscape.

The future scope of modern business management strategies aimed at enhancing customer services through analytical surveys and CRM improvements is extensive. With increasing digital transformation and AI integration in customer relationship management, businesses are better equipped to analyse data, predict trends, and personalize services. This survey is limited to CRM only and different scale can give different results are different area belong different customers and their different issues.

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