A Study on Customer Relationship Management (CRM) Practices at Elivaas, Gurgaon, Haryana

Affan Tanveer Ansari

BBA – Final Year Student, Galgotias University

Abstract—This paper presents an analytical study of Customer Relationship Management (CRM) practices at Elivaas, a hospitality and property management company based in Gurgaon, Haryana. The study explores how CRM tools and methodologies such as Zoho and HubSpot are integrated into the company's operations to improve guest satisfaction and business outcomes. Data was collected through interviews, internal reports, and feedback analysis. The findings suggest that a personalized, data-driven CRM approach significantly contributes to customer retention, operational efficiency, and transparency in stakeholder communication.

Keywords— CRM, Hospitality, Guest Experience, Customer Retention, Elivaas, Zoho, HubSpot

I. INTRODUCTION

Customer Relationship Management (CRM) has become a strategic necessity for businesses in the service sector. In the context of hospitality, CRM is essential for managing large volumes of guest data, ensuring personalized experiences, and retaining customers. Elivaas, operating in the Gurgaon hospitality landscape, offers an excellent case study in the successful implementation of CRM tools and feedback systems. By focusing on both B2B and B2C relationship management, Elivaas has cultivated a reputation for personalized service and data-driven decision-making.

II. METHODOLOGY

This study follows a descriptive and qualitative research design. Primary data was gathered through structured interviews with CRM personnel and operational managers at Elivaas. Secondary data included internal documents, CRM system reports, and customer feedback records. A purposive sampling technique was used to identify CRM team members, property owners, and relevant guest feedback entries.

The analysis includes:

- Thematic Review of interview transcripts and observation notes
- Descriptive Statistics based on Customer Satisfaction Scores (CSAT), response times, and retention rates

III. RESULTS AND DISCUSSION

3.1 CRM Tools and Practices at Elivaas

Elivaas uses Zoho CRM and HubSpot CRM to manage customer interactions, automate follow-ups, and maintain databases of guest preferences and service histories. Features such as:

- Automated reminders for follow-ups
- Personalized welcome kits
- Local experience curation
- Property owner dashboards

enhance the service experience across guest and owner touchpoints.

3.2 Performance Metrics

- CSAT Score: Averaged 8.5/10 over three months
- Complaint Resolution: 90% within 24 hours
- Guest Retention Rate: Over 75%
- Monthly Owner Reports: Delivered consistently to boost transparency

3.3 CRM Impact

CRM implementation has led to faster resolution of guest queries, more repeat bookings, and better owner satisfaction. Staff were also more empowered to deliver personalized services using historical data from CRM systems.

IV. CONCLUSION

The case of Elivaas demonstrates the strategic role of CRM in hospitality and property management. CRM systems help track guest interactions, analyze feedback, and deliver tailored experiences. This has

resulted in measurable improvements in customer retention, service quality, and operational efficiency. Future enhancements could include AI-based real-time feedback analytics and chatbot integrations for improved responsiveness.

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