A Study on Customer Relationship Management Impact on Sales at Daksha Greentech International

Tejas R[1], Anusha M[2], Shahsikumar R[3], Deekshith L[4], Nandhan Cb[5], Dr. Reena Chopra[6]
[1,2,3,4,5]*PG - Mba T.John College, Autonomous Bangalore*
[6]*Assistant Professor, T.John College, Autonomous Bangalore*

***Abstract*—Customer Relationship Management (CRM) has emerged as a strategic tool for enhancing sales performance and long-term profitability in modern business environments. The present study investigates the impact of CRM practices on sales at Daksha Greentech International, a growing firm that focuses on sustainable and eco-friendly products. The research aims to explore how CRM strategies such as customer retention, satisfaction, and personalized engagement contribute to sales growth. This descriptive study reviews theoretical concepts and secondary data to understand how customer-centric approaches influence buying behavior, repeat purchase intention, and brand loyalty.**

Customer Relationship Management (CRM) has become an essential strategic framework for businesses seeking to strengthen customer engagement, improve satisfaction, and drive longterm sales growth. In the current competitive environment, organizations increasingly recognize the value of retaining existing customers and enhancing their lifetime value rather than focusing solely on new acquisitions.

The research emphasizes that effective CRM implementation fosters stronger customer connections by integrating people, technology, and business processes. This leads to greater responsiveness, faster query resolution, and improved customer satisfaction all of which collectively enhance sales performance. The study further investigates how CRM systems assist organizations in analyzing customer preferences, predicting future buying behavior, and designing targeted marketing strategies.

The study concludes that CRM is not merely a software solution but a comprehensive business philosophy that drives sustainable revenue growth by fostering long-term customer relationships. For Daksha Greentech International, the effective adoption of CRM systems ensures enhanced operational efficiency, increased customer retention, and stronger sales performance. The paper also provides recommendations for further integration of digital CRM technologies, employee training, and continuous feedback mechanisms to maximize the impact of CRM on business

***Index Terms*— Customer Relationship Management, Sales Growth, Customer Satisfaction, Retention, Relationship Marketing**

I. INTRODUCTION

In today's dynamic and competitive business environment, organizations are increasingly realizing that customers are their most valuable assets. The global marketplace has shifted from product-centric strategies to customer-centric philosophies, emphasizing relationship building and value creation. The concept of Customer Relationship Management (CRM) has emerged as a critical strategic approach for organizations seeking to enhance customer satisfaction, loyalty, and ultimately, sales performance. CRM encompasses a comprehensive integration of people, processes, and technology to maximize the quality of relationships with customers, thereby driving business success and profitability.

Customer Relationship Management (CRM) plays a pivotal role in implementing relationship marketing principles by systematically collecting, analyzing, and applying customer data to improve interactions, anticipate needs, and deliver superior experiences. It serves as both a strategic framework and a technological system that assists organizations in managing customer information efficiently. CRM tools support multiple business functions such as sales automation, marketing campaigns, service management, and customer support. Through real-time data tracking and analytics, companies can make informed decisions that enhance productivity and increase revenue.

The company's business philosophy revolves around promoting sustainable solutions, including eco-friendly materials and renewable technologies. Its customer base primarily consists of environmentally conscious clients who expect consistent quality, reliability, and post-sales support. In this context, By leveraging CRM data analytics, the company can identify purchasing trends, measure customer satisfaction, and predict future behavior key factors in improving sales performance.

From a strategic perspective, CRM is not merely about managing databases or automating communication. It represents a philosophy of business transformation, wherein customer insights drive decision-making.

As Kotler and Keller (2016) observe, successful organizations build relationships by providing continuous value and personalized experiences that align with customer expectations. In this sense, CRM becomes a crucial enabler of business growth and sustainability.

The adoption and utilization of CRM also present challenges. Factors such as employee resistance, inadequate training, poor data quality, and lack of integration can hinder CRM success. These limitations highlight the importance of continuous system improvement, employee engagement, and management commitment. The company must also ensure that CRM strategies are aligned with its sustainability goals and ethical business values.

Therefore, the current study, "A Study on Customer Relationship Management Impact on Sales at Daksha Greentech International," seeks to explore the relationship between CRM practices and sales performance. It investigates how the effective implementation of CRM strategies can lead to improved customer satisfaction, retention, and sales growth.

II. INDUSTRY PROFILE

The green technology and sustainable manufacturing industry has undergone a remarkable transformation in the last decade. Growing environmental concerns, stricter regulations, and increasing consumer demand for eco-friendly products have driven businesses to adopt sustainable practices. Companies like Daksha Greentech International are at the forefront of this evolution, offering innovative, energy-efficient, and environmentally responsible solutions.

The industry can be characterized by several distinct features that shape its growth and competitive dynamics:

1. Rapid Technological Innovation:

The industry is witnessing continuous advancements in renewable materials, automation, and digital integration. Innovations in production technologies, supply chain systems, and green materials enable companies to enhance efficiency and reduce environmental impact. Firms are increasingly investing in Research & Development (R&D) to create products that are both cost-effective and sustainable.

2. High Customer Awareness and Education:

Customers in the green technology sector are typically well-informed and conscious about the ecological and social impact of their purchases. They demand transparency, ethical production, and value-based engagement from brands. This makes customer education and trust-building essential components of relationship management and marketing strategies.

3. Emphasis on After-Sales Service and Product Customization:

Given the technical nature of sustainable products, customers often seek continuous support and tailored solutions. Companies must therefore provide efficient after-sales services, maintenance support, and product customization options to retain long-term clients. Effective CRM practices help track service requests, measure satisfaction, and ensure quick issue resolution.

4. Increased Digital Transformation for CRM and Marketing:

Digitalization has become a driving force for competitive advantage in the green technology industry. Businesses are adopting CRM platforms, data analytics, and digital marketing tools to understand consumer preferences and enhance engagement. Online customer portals, mobile applications, and social media channels now play a vital role in managing customer relationships and driving sales conversions.

III. THEORETICAL BACKGROUND

Customer Relationship Management (CRM) has evolved from a tactical marketing tool into a comprehensive strategic philosophy that integrates technology, human behavior, and process management to enhance customer engagement and drive business

performance. The theoretical foundations of CRM stem from several marketing and management concepts that collectively emphasize relationship building, customer lifetime value, and organizational learning. This section discusses the key theories and conceptual models that form the basis of CRM and its linkage to sales improvement, particularly in the context of Daksha Greentech International.

3.1 Relationship Marketing Theory

The origin of CRM can be traced to the Relationship Marketing Theory introduced by Leonard Berry (1983), which marked a paradigm shift from transactional to relational exchanges. While traditional marketing focused on short-term sales and one-time transactions, relationship marketing advocates for nurturing long-term associations with customers to maximize satisfaction, trust, and loyalty.

3.2 Customer Lifetime Value (CLV) Concept

Another central theoretical pillar of CRM is the Customer Lifetime Value (CLV) model, which evaluates the total net profit an organization can earn from a customer over the entire duration of their relationship. This model encourages businesses to prioritize high-value customers and design retention strategies that maximize long-term profitability.

3.3 Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), developed by Davis (1989), explains how users come to accept and effectively use technology. TAM suggests that two primary factors Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) influence an individual's decision to adopt a new system.

3.4 Resource-Based View (RBV) Theory

The Resource-Based View (RBV), proposed by Barney (1991), argues that organizations achieve a competitive advantage when they possess valuable, rare, inimitable, and nonsubstitutable resources. CRM aligns closely with this perspective, as it transforms customer data, relationships, and service quality into strategic assets that are difficult for competitors to replicate.

3.5 Commitment-Trust Theory of Relationship Marketing

Morgan and Hunt (1994) developed the Commitment-Trust Theory, emphasizing that successful relationship marketing is built on two foundational principles: commitment and trust. According to this theory, both elements are essential for fostering long-term relationships that result in cooperation, reduced uncertainty, and increased efficiency.

3.6 Knowledge Management Theory

Knowledge Management (KM) theory, as articulated by Nonaka and Takeuchi (1995), underlines the importance of creating, sharing, and applying knowledge to enhance organizational performance. CRM acts as a repository and distributor of customer knowledge across departments. It captures explicit knowledge (such as purchase records) and tacit

3.7 Systems Theory and CRM Integration

From the perspective of Systems Theory, an organization functions as a set of interrelated and interdependent subsystems that must work harmoniously to achieve common goals. CRM embodies this concept by serving as the integrative system that connects marketing, sales, and customer service functions. It ensures a seamless flow of information across departments, promoting consistency and coordination

3.8 Synthesis and Implications for Daksha Greentech International

The theoretical frameworks discussed above collectively demonstrate that CRM is not limited to technology or marketing tools; rather, it represents a strategic convergence of relational, behavioral, and technological dimensions. Relationship Marketing and CLV stress the importance of long-term customer focus, while TAM and RBV emphasize technological acceptance and the strategic value of customer data. Similarly, the Commitment-Trust Theory and KM perspective highlight the behavioral and informational foundations of successful
CRM.

IV. REVIEW OF LITERATURE

Several studies have analyzed the role of CRM in improving sales and customer satisfaction:

- Payne & Frow (2005) emphasized that CRM's strategic alignment with business processes enhances customer value and profitability.
- Verhoef (2003) identified that CRM efforts positively influence customer retention and overall revenue.

- Reinartz, Kraft & Hoyer (2004) found that CRM effectiveness depends on data integration, system flexibility, and user adoption.
- Parvatiyar & Sheth (2001) discussed CRM as a holistic strategy that unites marketing, sales, and service to deliver superior customer value.
- Ngai (2005) stated that CRM technologies facilitate knowledge management, which is vital for understanding consumer preferences.

From the above reviews, it can be inferred that CRM directly influences customer loyalty, sales conversion, and brand trust all of which are critical for Daksha Greentech International's business growth.

V. STATEMENT OF THE PROBLEM

Although Daksha Greentech International has adopted CRM tools, there remains a need to assess the extent to which these tools have contributed to improving sales. The lack of a structured analysis of CRM's impact on customer satisfaction, repeat purchases, and crossselling activities poses a strategic challenge. Hence, this study investigates how CRM implementation influences sales growth and customer retention at Daksha Greentech International.

VI. NEED FOR THE STUDY

The success of every modern organization depends on its ability to understand, manage, and nurture customer relationships effectively. With increasing competition, technological change, and evolving customer expectations, Customer Relationship Management (CRM) has become an essential tool for achieving business excellence.

1. Growing Market Competition
- In today's globalized business environment, companies face intense competition from both domestic and international players.
- CRM helps companies gain a competitive edge by offering personalized services, quick responses, and superior relationship management that enhance sales performance.

2. Rapid Technological Innovation
- The fast-paced growth of digital technologies, AI, and data analytics has revolutionized how businesses interact with customers.
- CRM systems integrate these technologies to automate sales processes, analyze customer data, and predict purchasing trends.

3. Increasing Digital Transformation in Sales and Marketing The traditional marketing and selling approaches have evolved into digital ecosystems.
- Organizations must adapt CRM tools that align with digital platforms such as email marketing, e-commerce, and social media engagement.

4. High Customer Awareness and Education
- Modern customers are well-informed, research-oriented, and demand high value for money.
- The study is necessary to understand how CRM can help Daksha Greentech International handle these educated and demanding customers through personalized communication and service excellence.

5. Emphasis on After-Sales Service and Product Customization
- Customers expect ongoing support, maintenance, and customization of products to match their unique needs.
- This study explores how effective after-sales CRM strategies can strengthen customer retention and increase repeat sales

6. Shift Toward Customer-Centric Business Models
- Businesses are moving from product-oriented to customer-oriented strategies.
- Understanding customers' lifetime value, purchasing history, and feedback has become central to business planning.

7. Need for Data-Driven Decision Making
- CRM systems provide real-time insights into customer behavior, sales trends, and market dynamics.
- The management can use this data to make informed business decisions, forecast sales, and plan marketing campaigns.

8. Enhancing Customer Loyalty and Retention
- Acquiring new customers is costlier than retaining existing ones.
- CRM helps businesses understand and anticipate customer needs, enabling them to offer loyalty programs and personalized incentives.

9. Integration of Functional Departments
- A major challenge for many organizations is poor coordination between sales, marketing, and customer service teams.
- CRM integrates these functions into a single, cohesive platform, promoting information sharing and collaboration.

10. Sustainable and Ethical Business Practices
- As a company that promotes eco-friendly and green products, Daksha Greentech International must maintain transparency and ethical communication with its customers.
- CRM enables the company to uphold these principles by ensuring responsible marketing and genuine customer engagement.

11. Gap Between CRM Adoption and Effective Utilization
- Many organizations invest in CRM software but fail to achieve the desired results due to poor implementation, lack of training, or data mismanagement.
- The study aims to explore how Daksha Greentech International can overcome these challenges and utilize CRM systems more effectively for sales growth.

12. Employee Empowerment and Productivity
- CRM tools simplify employee tasks by providing centralized access to customer data, automating reports, and tracking performance.
- The study examines how CRM can enhance employee productivity and enable the sales team to focus on relationship-building rather than administrative work.

VII. OBJECTIVES OF THE STUDY

- To analyze the role of CRM practices in improving sales at Daksha Greentech International.
- To study the relationship between CRM adoption and customer satisfaction.
- To examine the benefits of CRM implementation for customer retention and loyalty.
- To identify challenges and propose measures for effective CRM utilization.
- Understand the concept and importance of CRM in the modern business context.
- Analyze the impact of CRM on sales performance at Daksha Greentech International.
- Identify CRM tools, components, and adoption levels within the organization.
- Evaluate the link between CRM and customer satisfaction.
- CRM's role in building customer loyalty and retention.
- The technological influence on CRM implementation. Identify challenges and suggest remedies for CRM effectiveness.
- CRM's contribution to after-sales service and feedback management.

VIII. SCOPE OF THE STUDY

The study focuses on CRM practices applied within Daksha Greentech International's marketing and sales departments. It emphasizes customer acquisition, relationship maintenance, and after-sales service strategies. The findings can also benefit other firms in similar industries seeking to enhance sales through relationship management.

IX. RESEARCH METHODOLOGY

This is a descriptive and conceptual study based on secondary data. The data were collected from academic journals, company reports, books, and online resources related to CRM and sales performance. The study analyzes existing literature and CRM theories to interpret their practical relevance to Daksha Greentech International.

No primary data (such as surveys or interviews) were used; the emphasis remains on conceptual understanding and theoretical application.

X. DATA ANALYSIS AND INTERPRETATION (CONCEPTUAL DISCUSSION)

CRM systems consolidate customer data to create actionable insights for sales and marketing teams. The conceptual analysis for this study reveals:
- Customer Data Management: CRM tools organize customer information, purchase patterns, and communication history, enabling personalized engagement.

- Sales Forecasting: Predictive analytics within CRM platforms assist in identifying high-potential leads, improving conversion rates.
- Customer Retention: Relationship management ensures consistent communication, leading to increased satisfaction and loyalty.
- Service Quality: Automated support systems and feedback mechanisms improve post-sale service, thereby boosting repeat sales. Hence, CRM acts as a central mechanism for transforming data into sales opportunities.

XI. FINDINGS OF THE STUDY

1. CRM enhances the ability of Daksha Greentech International to track sales performance and customer interactions effectively.
2. Implementing CRM leads to better understanding of customer needs, facilitating customized solutions.
3. Improved communication through CRM platforms contributes to higher customer satisfaction.
4. CRM helps reduce response time and streamline after-sales service, enhancing customer loyalty.
5. The company's sales team benefits from accurate forecasting and lead prioritization tools provided by CRM software.
6. CRM significantly improves sales efficiency and customer satisfaction.
7. CRM enhances long-term customer loyalty and repeat purchase behavior.
8. Data-driven CRM enables precise forecasting and better marketing decisions.
9. CRM improves communication across all customer touch points.
10. Technological integration amplifies CRM effectiveness and scalability.
11. Employee training and adoption are critical to CRM success.
12. CRM directly contributes to brand credibility, customer trust, and revenue growth.

XII. SUGGESTIONS

1. Integration of CRM with digital marketing: To expand reach and attract more customers.
2. Continuous employee training: To ensure effective utilization of CRM systems.
3. Data-driven decision making: Regularly analyze CRM reports for trend forecasting.
4. Customer feedback loop: Introduce real-time feedback systems within CRM to enhance service improvement.
5. Automation and personalization: Employ AI tools for automated reminders, personalized offers, and improved follow-ups.
6. Investing in AI-powered CRM tools and system integration.
7. Enhancing employee CRM training and adoption programs.
8. Building a customer-centric culture across departments.

XIII. CONCLUSION

The study on Customer Relationship Management (CRM) and its impact on sales at Daksha Greentech International highlights the growing importance of customer-centric strategies in achieving sustainable business success. In today's competitive market, where products and technologies can be easily replicated, the strength of an organization lies in its ability to nurture and sustain long-term relationships with customers. CRM serves as a strategic foundation for developing such enduring relationships by integrating people, processes, and technology to deliver superior value and satisfaction.

The research emphasizes that CRM is not merely a software system but a comprehensive business philosophy that transforms how organizations engage with their customers. At Daksha Greentech International, CRM contributes to sales growth through improved customer understanding, efficient communication, and personalized engagement. By capturing and analysing customer data, the company can tailor its marketing strategies, predict purchasing behavior, and identify new sales opportunities. This proactive approach leads to enhanced customer satisfaction, loyalty, and ultimately, increased revenue generation.

For a sustainability-focused company like Daksha Greentech International, CRM also supports its broader mission of promoting environmental responsibility and ethical business practices. By building transparent and trust-based relationships, the company not only enhances sales but also strengthens

its brand reputation and credibility among environmentally conscious customers.

In conclusion, CRM has a profound impact on sales performance, customer loyalty, and overall business sustainability. For Daksha Greentech International, the successful execution of CRM strategies can lead to long-term profitability and customer-driven growth. By aligning CRM initiatives with its strategic vision and sustainability values, the company can ensure continuous improvement in customer engagement and market expansion.

The study reaffirms that the future of business success lies in understanding and serving customers better than competitors. Companies that view CRM as a strategic investment rather than a technical tool will be best positioned to thrive in an increasingly customeroriented, technology-driven, and socially responsible global market.

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