

# The Role of Customer Relationship Management (CRM) Practices in Enhancing Sales Growth: A Study with Special Reference to Wydex Media Marketing Company, Calicut

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## Abstract

Customer Relationship Management (CRM) has emerged as a strategic imperative for organizations aiming for sustainable sales growth in competitive markets. This study examines the effectiveness of CRM practices and their contribution to sales performance at Wydex Media Marketing Company, a performance-driven digital marketing agency based in Calicut (Kozhikode), Kerala. Using a descriptive research design, primary data were collected from 50 employees through structured questionnaires and analysed using percentage analysis. The findings indicate strong positive perceptions: CRM significantly supports long-term relationships (64%), customer satisfaction (62%), customer loyalty (76%), service quality (80%), and overall sales performance (70%). The study concludes that effective CRM implementation is a key driver of sales growth in the digital marketing sector. Practical suggestions for employee training, data utilization, and client retention are offered.

**Keywords:** *Customer Relationship Management, CRM, Sales Growth, Customer Loyalty, Customer Satisfaction, Digital Marketing, India*

## 1. Introduction

In today's highly competitive business environment characterized by intense competition and rapidly changing customer expectations, Customer Relationship Management (CRM) has become a vital strategic tool. CRM integrates people, processes, and technology to manage customer interactions across the entire lifecycle, shifting the focus from short-term transactions to long-term relationship building. Effective CRM practices enable organizations to understand customer needs, deliver personalized services, improve satisfaction, and foster loyalty — all of which contribute directly to increased repeat

business and sustainable sales growth. This is particularly relevant in the digital marketing industry, where client relationships and campaign performance determine organizational success.

This paper analyses the role of CRM in driving sales growth with special reference to Wydex Media Marketing Company, Calicut, Kerala.

### **Statement of the Problem**

Many organizations adopt CRM systems but struggle with proper implementation, employee training, data integration, and measuring its direct impact on sales outcomes. In digital marketing agencies, fragmented client data and inconsistent communication often lead to reduced satisfaction and lost revenue opportunities. This study seeks to evaluate how CRM practices at Wydex Media Marketing Company influence client relationships and sales performance.

### **Objectives of the Study**

1. To examine the concept and importance of CRM in the marketing industry.
2. To analyse the role of CRM in increasing sales growth at Wydex Media Marketing Company.
3. To evaluate the effectiveness of CRM tools and techniques used in client management.
4. To study the relationship between CRM practices and sales performance.
5. To assess how CRM improves communication and long-term client relationships.

### **Research Methodology**

The study followed a descriptive research design. Primary data were gathered from 50 employees of Wydex Media Marketing Company using structured questionnaires and simple random sampling. Secondary data were sourced from academic journals, books, and industry reports. Data analysis was performed using percentage analysis and tabulation. The fieldwork was conducted over a 21-day period.

### **Review of Literature**

The concept of Customer Relationship Management (CRM) has evolved from a basic database tool to a comprehensive strategic framework integrating technology, processes, and people to build long-term customer relationships. Extensive literature consistently highlights CRM's positive impact on customer satisfaction, loyalty, retention, and sales growth, especially in service and digital marketing sectors. Foundational studies emphasize CRM as a customer-centric strategy.

Payne and Frow (2021) viewed CRM as a holistic approach unifying marketing, sales, and service to create superior customer value. Buttle and Maklan (2021) showed how CRM systems support personalized interactions through better data utilization, leading to improved satisfaction and efficiency. Kumar and Reinartz (2022) stressed that effective CRM increases customer lifetime value via better segmentation and cross-selling/up-selling opportunities.

Recent empirical research provides stronger evidence. Zamudio, Mah, and Swaminathan (2025) found that relationship-oriented CRM strategies significantly enhance firm performance through higher satisfaction and repeat purchases. Sun et al. (2025) and Fang et al. (2025) demonstrated that AI-integrated CRM systems improve lead prioritization, conversion rates, and overall sales efficiency. Tiwari (2024) and Paşçalău et al. (2024) reported similar benefits in retail and digital marketing contexts, including better segmentation and targeted campaigns.

Market trends strongly support these findings. The global CRM market was valued at approximately USD 112.91 billion in 2025 and is projected to reach USD 320.99 billion by 2034, growing at a CAGR of 12.40% (Fortune Business Insights, 2025). Other estimates project growth from USD 82–101 billion in 2025 to over USD 260 billion by 2032 at CAGRs of 12–14.6% (Grand View Research, 2025; SLT Creative, 2026).

Businesses implementing CRM report an average **29% increase in sales revenue**, **34% improvement in sales productivity**, and **42% better sales forecast accuracy**. Companies using AI-powered CRM are **83% more likely to exceed sales goals**, while mobile CRM users achieve quotas at rates of **65%** compared to **22%** for non-users (Kixie, 2025; Sellers Commerce, 2025). CRM can also shorten sales cycles by 8–14% and boost lead conversions by up to 300%.

In the Indian context, studies confirm CRM's role in competitive service sectors, with personalization and communication emerging as key drivers of loyalty. However, gaps persist in empirical evidence from small and medium-sized digital marketing firms. This study addresses these gaps by providing primary data from Wydex Media Marketing Company, Calicut.

## Data Analysis and Interpretation

### Demographic Profile of Respondents

**Table 1: Distribution of Respondents by Age Group**

Age Group	No. of Respondents	Percentage
Below 20 years	10	20.0%
21–30 years	18	36.0%
31–40 years	13	26.0%
Above 40 years	9	18.0%
<b>Total</b>	<b>50</b>	<b>100%</b>

**Interpretation:** The workforce is predominantly young (62% aged 21–40 years), aligning with the dynamic digital marketing sector.

**Table 2: Distribution of Respondents by Gender**

Gender	No. of Respondents	Percentage
Male	32	64.0%
Female	18	36.0%
<b>Total</b>	<b>50</b>	<b>100%</b>

**Table 3: Distribution of Respondents by Work Experience**

Work Experience	No. of Respondents	Percentage
Less than 1 year	11	22.0%

Work Experience	No. of Respondents	Percentage
1–3 years	15	30.0%
3–5 years	13	26.0%
More than 5 years	11	22.0%
<b>Total</b>	<b>50</b>	<b>100%</b>

**Interpretation:** Most respondents have moderate experience (1–5 years), indicating a balanced team for CRM adoption.

## 6.2 Perceptions on CRM Effectiveness

**Table 4: CRM Helps Maintain Long-term Relationships**

Opinion	No. of Respondents	Percentage
Strongly Agree	17	34.0%
Agree	15	30.0%
Disagree	10	20.0%
Strongly Disagree	8	16.0%
<b>Total</b>	<b>50</b>	<b>100%</b>

**Interpretation:** 64% agree/strongly agree that CRM supports long-term relationships.

**Table 5: CRM Improves Communication with Customers**

Opinion	No. of Respondents	Percentage
Strongly Agree	18	36.0%
Agree	15	30.0%
Disagree	10	20.0%
Strongly Disagree	7	14.0%
<b>Total</b>	<b>50</b>	<b>100%</b>

**Interpretation:** 66% perceive CRM as effective for communication.

**Table 6: CRM Increases Customer Satisfaction**

Opinion	No. of Respondents	Percentage
Strongly Agree	16	32.0%
Agree	15	30.0%
Disagree	13	26.0%
Strongly Disagree	6	12.0%

Opinion	No. of Respondents	Percentage
<b>Total</b>	<b>50</b>	<b>100%</b>

**Interpretation:** 62% agree that CRM boosts customer satisfaction.

**Table 7: CRM Improves Overall Sales Performance**

Opinion	No. of Respondents	Percentage
Strongly Agree	15	30.0%
Agree	20	40.0%
Disagree	10	20.0%
Strongly Disagree	5	10.0%
<b>Total</b>	<b>50</b>	<b>100%</b>

**Interpretation:** 70% believe CRM significantly improves sales performance.

**Table 8: CRM Increases Customer Loyalty**

Opinion	No. of Respondents	Percentage
Strongly Agree	20	40.0%
Agree	18	36.0%
Disagree	8	16.0%
Strongly Disagree	4	8.0%
<b>Total</b>	<b>50</b>	<b>100%</b>

**Interpretation:** 76% agree/strongly agree that CRM enhances loyalty.

**Table 9: CRM Improves Customer Service Quality**

Opinion	No. of Respondents	Percentage
Strongly Agree	22	44.0%
Agree	18	36.0%
Disagree	7	14.0%
Strongly Disagree	3	6.0%
<b>Total</b>	<b>50</b>	<b>100%</b>

**Interpretation:** The highest agreement (80%) was for CRM's role in improving service quality. **Major Findings**

- The workforce is young and moderately experienced.
- Strong positive perception exists across CRM dimensions: long-term relationships (64%), satisfaction (62%), loyalty (76%), service quality (80%), and sales performance (70%).
- CRM is seen as effective for personalized marketing, retention, and business growth.

## Suggestions

- Provide regular CRM tool training for employees.
- Strengthen multi-channel communication and quick complaint resolution.
- Leverage CRM analytics for personalized campaigns and loyalty programs.
- Maintain updated centralized customer databases and promote data sharing.

## 9. Conclusion

This study demonstrates that Customer Relationship Management plays a significant role in driving sales growth at Wydex Media Marketing Company. High employee agreement across key parameters confirms CRM's effectiveness in building client relationships and improving sales outcomes. Digital marketing agencies should invest in robust CRM systems, continuous training, and data-driven strategies for sustainable competitive advantage.

Future research could use larger samples and include client perspectives.

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