Conclusions

It is expected that CRM emerge as an enabler in Student – Institute relationship. It helps the management institutions to understand its students’ behavior & their requirements. Understanding of students’ behavior will help the Institute to take proactive steps to better its relationship with students & give them a holistic experience while they are in the Institute. This experience will help the institute a long way in establishing its name as a brand, for which all Institutes crave for. This way CRM will lead to a Win - Win situation for Students & Institute.