

A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT IN THE YOGA INDUSTRY



The IIHMR University, Jaipur

For the partial fulfilment for the award of the degree of

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in

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by

INJAMUL HAQUE

Under the Supervision and Guidance of

DR. ASHOK KUMAR PEEPLIWAL

Associate Professor

School of Pharmaceutical Management IIHMR

University, Jaipur

2023

DECLARATION BY STUDENT

I hereby declare that this dissertation titled "**A Study on Customer relationship management in the Yoga Industry**" and submitted by **Injamul Haque** Enrolment No. **IIHMR-U/02/2021-23/0304** is the Bonafide record of my original research work.

I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

Injamul Haque

TO WHOMSOEVER IT MAY CONCERN

This is to certify that dissertation titled "**A Study on Customer relationship management in the Yoga Industry** " is a record of the research work undertaken by **Injamul Haque** in partial fulfilment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur under my guidance and supervision and his approach to the research study has been sincere, scientific, and analytical.

Faculty Guide
The IIHMR University, Jaipur
Date :

School Dean
The IIHMR University, Jaipur
Date:

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1. INTRODUCTION

Building solid client relationships has become essential for long-term success in the cutthroat business environment of today. This study explores customer relationship management (CRM) in the yoga sector with the goal of illuminating efficient tactics and procedures. Yoga studios and teachers struggle to draw in and keep regular clients due to the growing popularity of the practise. Businesses that offer yoga services can build enduring relationships with their clientele by implementing CRM principles. This will lead to higher levels of client satisfaction and loyalty as well as long-term growth. In order to give practitioners, studio owners, and business experts useful information, this study will examine the significance of CRM in the context of the yoga sector.

Recent years have seen a rapid expansion of the yoga market as more people turn to it for their physical, psychological, and spiritual well-being. Yoga studios, retreat centres, online platforms, and individual instructors are becoming more and more prevalent as people embrace yoga as a comprehensive practise. To effectively meet consumer expectations in light of this rapid expansion, a thorough grasp of client wants, and preferences is required. Putting CRM practises into practise can be a great help in managing customer interactions, improving user experiences, and maintaining growth within this growing sector.

Customer relationship management refers to a range of tactics, tools, and procedures for overseeing and enhancing customer interactions over the course of a transaction. CRM is essential to improving the general customer experience in the context of the yoga industry. Yoga businesses may gather and analyse significant client data by utilising CRM systems and methodologies, which enables them to customise their services, make focused recommendations, and give first-rate customer support. Yoga businesses may develop customer loyalty, trust, and connections through effective CRM, which encourages return business, good word-of-mouth, and higher profits.

This study looks at important CRM components that are particularly important to the yoga business. Understanding client preferences, efficient communication techniques, individualised marketing campaigns, loyalty programmes, and utilising technology for CRM implementation are a few of them. Businesses that offer yoga courses are able to customise their offers and classes to customers' requirements by analysing consumer data such as attendance trends, preferences, and comments. Additionally, establishing communication channels that encourage proactive participation and personalised interactions can greatly raise client satisfaction and loyalty. The study also looks at how loyalty programmes can encourage and reward customer loyalty, which in turn can strengthen ties within the yoga community.

Customer relationship management (CRM) is a strategic approach that focuses on managing and nurturing relationships with customers to drive business growth and enhance customer satisfaction. CRM has emerged as a concept of managing interactions, understanding customer needs, and fostering customer long-term loyalty. It is basically, all the activities, strategies and technologies that companies use to manage interactions with their current and potential customers. CRM helps businesses build a relationship with their customers that, in turn, creates loyalty and customer retention. Since customer loyalty and revenue are both qualities that affect a company's revenue, CRM is a management technique that boosts a company's earnings.

Websites, social media, phone conversations, chat, mail, and numerous marketing materials can all be used to execute CRM. Using and maintaining a CRM solution provides the foundation for a scalable sales and marketing strategy, which has advantages for small and large enterprises alike. CRM procedures might be advantageous for freelancers and even small organisations.

CRM automates and simplifies activities for businesses, including sales procedures, marketing campaigns, company analytics, and customer data. It enables firms to increase their efficiency by organising and automating specific business processes.

Most companies find themselves uncertain about the productivity of their customer relationship program and see it as a burden on their marketing budget. Due to CRM, companies know their customers, understand their unique needs and tailor their services or products offering to their needs in a sustainable competitive manner that can yield significant incremental shareable value. The development of information and communication technology provides many companies with a convenient environment to collect detailed data about their individual customers.

To ensure client pleasure and retention, sales and services develop their plans; as a result, their workers should be more customer-focused and service-oriented. Instead of using customer satisfaction measurement as a management tool to develop procedures for improving customer service quality and boosting profits, many organisations merely classify it as a form of "marketing intelligence."

REVIEW OF LITERATURE

Previous articles on Customer relation management aims to provide insights into the role of CRM in enhancing customer relationships, improving customer satisfaction, and driving business growth within the context of yoga services.

Previous research suggests that CRM practices in the Yoga industry focus on fostering customer engagement and personalization. By implementing CRM strategies such as personalized communication, tailored offerings, and customer feedback mechanisms, yoga studios created meaningful connections with their customers and enhanced their overall experience.

According to studies by Hudson, CRM initiatives in the yoga sector have a favourable impact on consumer happiness and loyalty. Yoga studios may provide personalised experiences and services that will boost customer happiness and loyalty by learning about their clients' requirements, preferences, and expectations.

CRM relies on data analytics to gather customer insights and make informed business decisions. According to a published article by Baker (2017), by analyzing customer data, including demographics, preferences, and behaviour, yoga studios identified trends, develop targeted marketing campaigns, and tailor their offerings to meet customer demands. CRM strategies play a crucial role in customer retention and relationship building in the Yoga industry. By nurturing ongoing relationships with customers through regular communication, personalized offers, and loyalty programs, yoga studios increased customer loyalty and reduce churn rates.

Research highlights the importance of technology adoption, particularly CRM platforms, in the Yoga industry. CRM platforms provide a centralized system for managing customer interactions, tracking leads, and analyzing customer data, enabling yoga studios to streamline their CRM efforts and improve operational efficiency. The adoption of technology, particularly CRM systems and software, has gained prominence in various industries. CRM technology enables businesses to manage customer interactions, track preferences, and automate communication processes. Studies highlight the benefits of CRM technology, including improved efficiency, enhanced data management, and streamlined customer engagement.

In 2019 an article highlighted the benefits offered due to implementation of CRM but there are challenges associated with its implementation in the Yoga industry. These challenges include data management, privacy concerns, resistance to technology adoption, and the need for training and support for employees.

Over the decade many studies were done on Customer relationship management to analyze its impact on customer loyalty, satisfaction and retention. A study was conducted by Neha Kawari (2018) to examine the yoga studios and aims to shed light on the theoretical understanding of relationship marketing and its direct impact on relational approach with customer. Another article on Customer relationship management aims to provide insights into the role of CRM in enhancing customer relationships, improving customer satisfaction, and driving business growth within the context of yoga services.

In 2018 Dr. S. Akhilandeswari conducted a study in Coimbatore city on the impact of CRM on customer satisfaction in the health and fitness industry. Analysis done by him revealed that there is no significant relationship between customer satisfaction and CRM elements. Previous research suggests that CRM practices in the Yoga industry focus on fostering customer engagement and personalization. By implementing CRM strategies such as personalized communication, tailored offerings, and customer feedback mechanisms, yoga studios created meaningful connections with their customers and enhanced their overall experience.

According to a study by Kristina Daubaraite (2016), the theory of social customer relationship management holds that social media have a significant impact on customer relationships. Social media have completely changed how businesses and customers engage. In order to maximise client interaction, this study looks at how Danish fitness operators use social media for CRM.

A study by Choi Sang Long et al. (2013) was published in an article that focuses on how CRM affects customer loyalty and happiness. Yoga studios may provide personalised experiences and services that will boost customer happiness and loyalty by learning about their clients' requirements, preferences, and expectations.

To gain consumer insights and make wise business decisions, CRM uses data analytics. Chunqing Li et al. (2005) conducted an analysis of the patterns of transactions between customers of the neighbourhood grocery and themselves. CRM tactics are essential for business relationship building and client retention. Industry boosted customer loyalty and decreased churn rates by cultivating continuing relationships with customers through regular communication, personalised offers, and loyalty programmes.

Research by James E. Richard et al. (2015) emphasises the significance of technology adoption in the sector, particularly CRM platforms. Yoga studios can centralise their CRM efforts and increase operational effectiveness by using CRM solutions, which offer a centralised system for managing client contacts, following up on leads, and analysing customer data. Many sectors have emphasised the adoption of technology, notably CRM software and systems. Businesses may manage customer interactions, track preferences, and automate communication procedures thanks to CRM technology. Studies point out the advantages of CRM technology, such as increased productivity, improved data management, and simplified client engagement.

In 2012 an article by Michael Ahearne discussed the importance of CRM in complex and simple settings and how it is implemented. Specifically, strategies are suggested after discussing strengths and weaknesses on the basis of two approaches top-down originating from top management decisions and bottom up.

CRM in the Yoga industry emphasizes the significance of customer engagement, personalization, and data analytics in enhancing customer satisfaction, loyalty, and business performance.

METHODOLOGY

I. **RESEARCH QUESTION:**

- What are the Factors that influence customer satisfaction, loyalty, and retention in the yoga industry?
- What are the challenges and opportunities for yoga business in the current market?

II. **RESEARCH OBJECTIVE:** ○ To track growth in this industry. ○ To assess the pricing strategy.

- To observe the impact on customer satisfaction, loyalty, and retention.

III. **SAMPLE SIZE:**

The sample size is the number of participants involved in the study. The total responses received were 55.

IV. **SAMPLING TECHNIQUE USED:** Structure technique.

V. **STUDY DESIGN:** Qualitative research

STUDY TOOL:

An online google form is prepared which is utilized to evaluate and examine the customer relationship management in yoga industry. This form serves as a comprehensive framework to gather relevant data and insights, enabling a thorough analysis of CRM strategies and their impact on customer relationships within the Yoga industry. The Google Form serves as a convenient and efficient means to gather data from participants, allowing for the collection of valuable insights regarding CRM strategies and their impact on customer relationships within the Yoga industry.

The design of questionnaire is shown below:

1. Demographic based:

This question comprised of questions related to basic demographic details of respondents like age, gender, and qualification they have. These responses would help the analysis in a more concise way to get a clear picture.

2. Knowledge based:

This section consists of questions which were primarily designed to assess the knowledge and awareness of participants about CRM in yoga industry. Further a few questions were asked about the issues or challenges they may face while using telemedicine platform to get a glimpse about their knowledge and awareness about telemedicine or telehealth platform.

3. Satisfaction based:

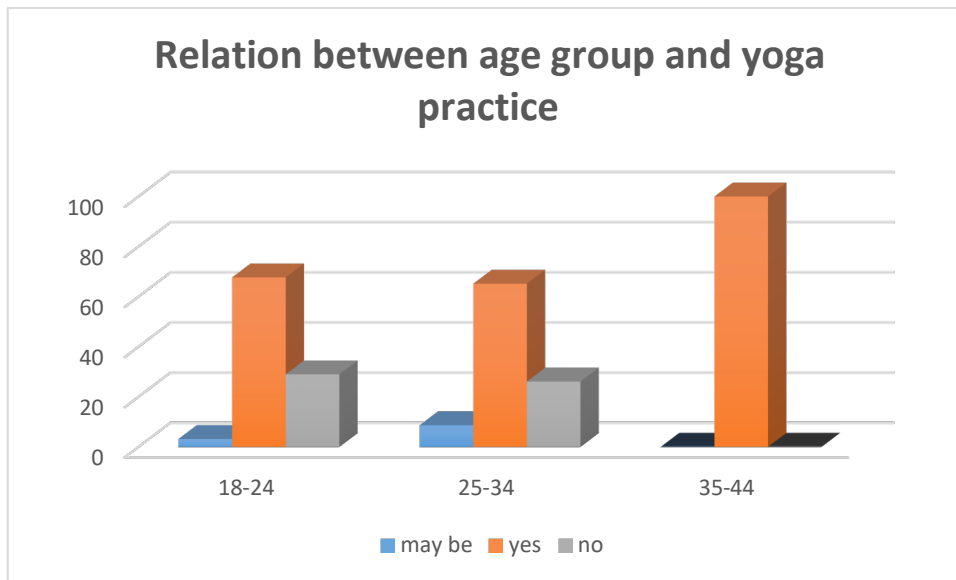
This section is based on the importance of CRM practices in any industry and how much are the customers satisfied with it. This section highlights the most important practices that should be implemented to maintain customer relationship which ultimately results in business profits.

ANALYSIS

For interpretation, demographic and socio-economic characteristics of the study population(n=55) were analysed using Excel.

Table 1: Description of characteristics of our study population(n=55)

AGE	Frequency	Percentage
18-24	31	56.36%
25-34	23	41.82%
35-44	1	1.82%
Gender		
Male	38	69.09%
Female	17	30.91%
Education status		
Bachelor's degree	7	12.73%
Master's degree	45	81.82%
Doctorate	3	5.45%
Have you practiced yoga before?		
Yes	37	67.27%
No	15	27.27%
May be	3	5.45%



The above graphs shows that age group between 18 to 44 years old have practiced yoga before and age group between 35-44 years old are more aware about their fitness.

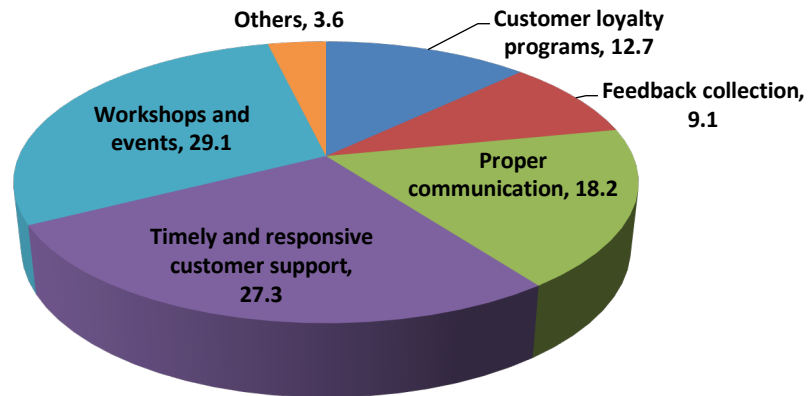
Table 2: Importance and growth of CRM practices in yoga industry

Importance of CRM in yoga industry	Percentage
Extremely important	38.2
Somewhat important	40
Neutral	14.5
Somewhat not important	5.5
Extremely not important	1.8
Have CRM practices influenced your decision to continue	
Yes	60
No	18.2
Maybe	21.8
CRM practices that should be implemented	
Customer loyalty programs	12.7
Feedback collection	9.1
Proper communication	18.2
Timely and responsive customer support	27.3
Workshops and events	29.1
Others	3.6
CRM practices that already exists	
Community events or workshops	34.5
Incentives	3.6

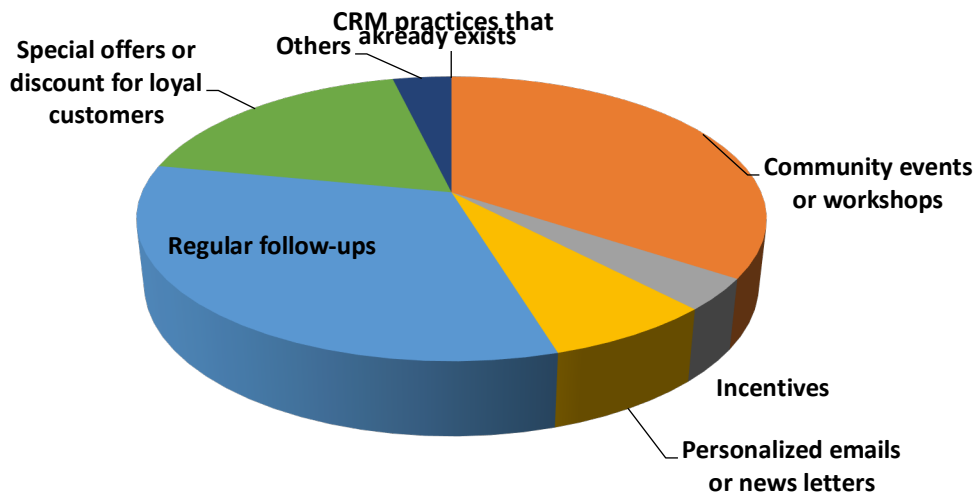
Personalized emails or newsletters	7.3
Regular follow-ups	32.7
Special offers or discount for loyal customers	18.2
Others	3.6

The above table evaluates the importance of customer relationship management and its growth in yoga industry. This questionnaire provides the relevant data and insights of Customer relationship management which results in business profits and even customer loyalty and satisfaction.

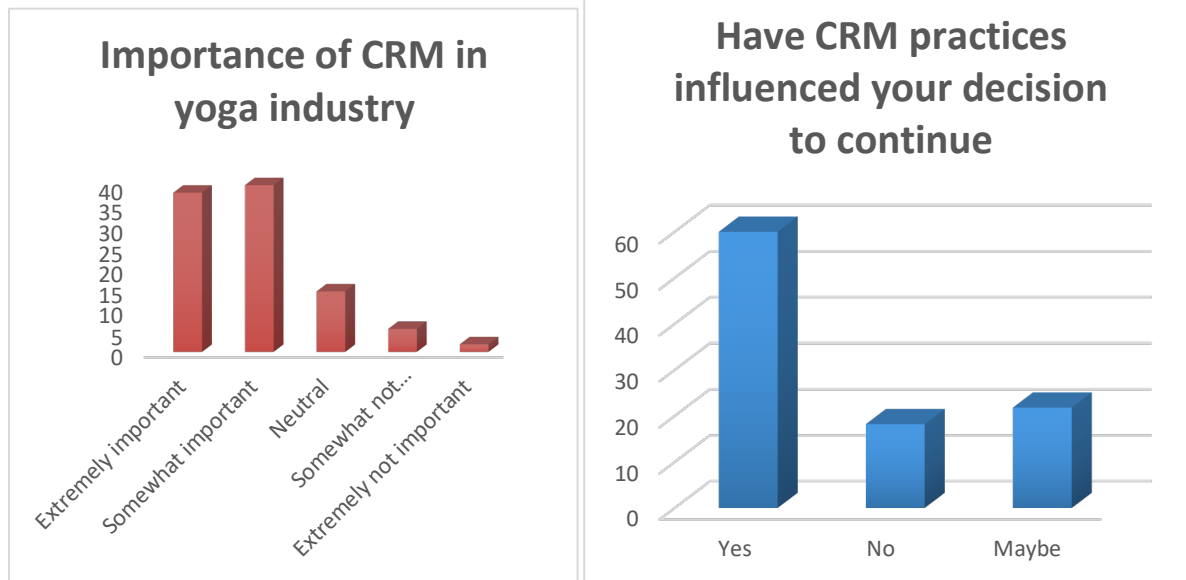
CRM PRACTICES THAT SHOULD BE IMPLEMENTED



CRM PRACTICES THAT ALREADY EXISTS



The above chart examines the CRM practices involved in yoga industry which shows that implementation of workshops and timely response to customers should be adopted in yoga industry. Regular follow- ups of customers in yoga industry shows the growth due to customer relation management.



According to the analysis, customers believe that implementation of practices involved to maintain CRM is important and these practices which are adopted by industry have influenced most of the customers of our study population to continue with their decision. This also results in growth of industry as it ultimately leads to customer loyalty and customer satisfaction.

FACTORS THAT INFLUENCE CUSTOMER SATISFATION, LOYALTY, AND RETENTION IN THE YOGA INDUSTRY

Customer happiness, loyalty, and retention are essential for long-term success in the very competitive yoga market. To provide outstanding experiences, build lasting relationships, and keep their clientele, yoga studios and instructors must have a thorough understanding of the components that affect these outcomes. In the yoga industry, the critical elements that affect client pleasure, loyalty, and retention are -

1. Quality of instruction and services:

The quality of training and service has a major impact on customer satisfaction, loyalty, and retention. Delivered by skilled, experienced instructors, yoga sessions that are successful and engaging can have a significant impact on client happiness. Offering a welcoming and inclusive environment, attentive customer service, and individualised attention further enhances the whole experience. Promoting customer pleasure, loyalty, and retention also requires meeting consumer desires for a variety of classes, flexible scheduling, cleanliness, and comfort.

2. Personalization and Customer engagement:

In the yoga industry, personalization and customer involvement are crucial elements that support client pleasure, loyalty, and retention. Customizing lessons and advice to fit each student's requirements and preferences demonstrates a dedication to client satisfaction. Building strong relationships and fostering a sense of loyalty with clients requires effective communication methods, such as personalised emails, social media interaction, and feedback mechanisms. Involving customers in community activities, workshops, and special programmes also encourages long-term involvement and improves their sense of belonging.

3. Studio Ambiance and Facilities:

The setting and amenities of a yoga studio have a big impact on client pleasure, loyalty, and retention. By establishing a quiet and welcoming environment with the right lighting, soothing scents, and well-designed spaces, the overall experience is enhanced. Customer happiness is boosted by welcoming features like spotless showers, clean locker rooms, and well-kept yoga equipment. Customer retention is also influenced by easily accessible facilities that are strategically placed and have enough of parking or easy access to transportation. An attractive studio layout and careful attention to detail make a good first impression, which boosts client loyalty and happiness.

4. Community and Sense of Belonging:

In the yoga industry, a key factor affecting client happiness, loyalty, and retention is a sense of belonging and community. Connections between clients and the studio are developed by creating a warm and accepting community. Promoting contact, shared experiences, and a sense of community through the organisation of events, workshops, and social gatherings. Loyalty and retention are strengthened through promoting customer-to-customer connection and fostering friendships within the yoga community. Long-term customer rewards, loyalty programmes, and membership perks all help to strengthen the sense of community and increase consumer loyalty.

Several elements in the yoga industry affect customer satisfaction, loyalty, and retention. Customer satisfaction and loyalty are increased when excellent instruction and service are provided, experiences are personalised, a pleasant environment is created, and a feeling of community is fostered. Yoga studios and teachers can develop solid client relationships, encourage loyalty, and guarantee long-term success in this cutthroat sector by comprehending and prioritizing these principles.

THE CHALLENGES AND OPPORTUNITIES FOR YOGA BUSINESS IN THE CURRENT MARKET

CHALLENGES:

A very competitive market has been created by the yoga industry's rapid rise in recent years. Yoga businesses confront a number of difficulties that must be carefully navigated in order to be successful, despite the growing demand for the practice. The main difficulties facing yoga businesses in the present marketplace are -

1. Increased Competition and Market Saturation:

Yoga's rising popularity has resulted in an influx of studios, internet resources, and individual instructors, which has raised competition and saturated the market. It becomes difficult to set oneself apart from rivals, making it essential for yoga businesses to provide distinctive value propositions, specialised lessons, and great customer experiences to draw in and keep clients.

2. Retaining Customers and Building Loyalty:

Another major obstacle facing yoga businesses is retaining clients and cultivating enduring loyalty. Consumers have a wide range of options, so it's critical to consistently deliver high-quality training, individualised experiences, and a feeling of community to encourage customer loyalty. Additionally, variables including shifting consumer tastes, price sensitivity, and the need for ongoing innovation to satisfy changing demands all have an impact on client retention.

3. Financial Sustainability and Pricing Pressure:

Smaller studios and individual teachers in particular face a big problem in maintaining their financial viability. High operating costs, such as those associated with rent, utilities, insurance, and marketing, can make a business less profitable. Additionally, firms must strike the correct balance between affordability and retaining profitability due to pricing pressures brought on by competition and client price sensitivity. These issues can be addressed with the help of efficient financial management, judicious pricing, and the investigation of additional revenue sources like seminars, retreats, or online courses.

4. Instructor Recruitment and Retention:

In the industry, it is consistently difficult to find and keep yoga instructors who are qualified, skilled, and enthusiastic. The competition for skilled instructors heats up as demand rises. Instructor satisfaction and longevity can be increased by attracting and keeping instructors who share the studio's vision and values, by providing competitive pay and chances for professional growth, and by promoting a happy work environment.

5. Technology adaption and Online presence:

A growing number of people are looking for yoga instruction online as a result of significant changes in consumer behaviour brought about by the digital age. The yoga industry must adjust to this trend by creating a strong online presence, which includes providing virtual courses, creating user-friendly websites or mobile applications, and utilising social media for interaction and promotion. Businesses with limited resources may find it difficult to adopt technology because it necessitates investments in hardware, software, and employee training.

6. Regulatory compliance and Insurance:

Businesses that perform yoga must negotiate legal requirements and make sure they are in compliance with regional laws, licences, and certifications. The protection of the company and its clients depends on following to safety and hygiene regulations, obtaining required licences, and keeping the appropriate insurance coverage. Businesses can effectively handle these problems by keeping up with evolving legislation and investing in competent advice.

Increasing competition, client retention, financial sustainability, instructor recruitment and retention, technological adaption, and regulatory compliance are just a few of the problems that yoga businesses currently face in the market. Yoga businesses may position themselves for success, adjust to market facts, and provide remarkable experiences to their clients by being aware of and proactively tackling these obstacles.

OPPORTUNITIES:

Although the yoga industry has its share of difficulties, it also provides many chances for companies to grow and succeed. In order to help businesses, take advantage of the rising demand for yoga, this article examines some of the most significant opportunities now present in the market for yoga-related businesses.

1. Increasing Demand for Mind, Body, and Wellness:

A big opportunity for yoga businesses is the rising emphasis on health and wellbeing. The popularity of mind-body exercises like yoga is on the rise as more people look for holistic approaches to wellness. Yoga businesses can profit from this growing market by marketing themselves as suppliers of health solutions and attracting new clients. Additionally, they can increase their market appeal by providing specialised classes or programmes that address certain needs, such as yoga for stress relief, pregnant yoga, or yoga for elders.

2. Corporate wellness programs:

Many companies are implementing wellness programmes in their office environments as they realise how important employee well-being is. Yoga studios can take advantage of the chance by providing classes, workshops, and corporate yoga programmes specifically designed for the needs of the staff. These collaborations with corporate clients broaden the scope and visibility of the yoga industry in addition to offering a new source of income. Businesses can establish themselves as reliable suppliers of corporate wellness solutions by highlighting the advantages of yoga for stress reduction, increased productivity, and employee satisfaction.

3. Online and Virtual Offerings:

Yoga businesses now have numerous options to expand their customer base and diversify their product offerings because of the internet revolution. Businesses can reach customers all over the world by offering yoga instruction through online courses, live streaming events, and on-demand platforms. Yoga businesses can draw online clients, boost sales, and establish themselves as industry leaders by investing in top-notch production, user-friendly platforms, and compelling online experiences.

4. Collaboration and Partnership:

Yoga businesses have the chance to engage new customers and expand their markets through partnerships and collaborations. Yoga businesses can cross-promote their services, take use of existing customers, and reach new audiences by working with wellness facilities, gyms, spas, or complementary health practitioners. Additionally, to offering distinctive experiences, collaborative events, workshops, and conferences can generate other revenue streams. A brand's reputation can also be improved and goodwill in the community can be established by collaborating with regional companies or organisations on social responsibility projects.

5. Specialized Population and Niche market:

Yoga businesses have the chance to stand out and satisfy certain demands by focusing to specialised groups and niche markets. Businesses can customize their programmes and services to fulfil certain needs by focusing on demographics like kids, elders, athletes, or those with health conditions. Specialised yoga teacher trainings, workshops, and certifications can position companies as experts in these fields, drawing in loyal customers and generating in more money.

There are many customers for yoga businesses to succeed and grow in the current market. By taking advantage of the rising demand for mind-body wellness, looking into corporate wellness programmes, utilizing online tools, creating partnerships, focusing on niche demographics, and engaging.

RECOMMENDATIONS

The management of customer interactions, customer happiness, and business operations can all be considerably improved in the yoga sector by implementing a CRM (Customer Relationship Management) system.

Choose the precise issues you want to solve, such as increasing class attendance, improving personalised client communication, or increasing customer retention. Your CRM deployment plan will be guided by clearly defined objectives.

Select a CRM programme that has been especially created to match the requirements of the yoga industry. To plan lessons, manage memberships, examine client profiles, automate marketing, and produce reports, look for solutions that are simple to use. It ought to offer choices for integration with other products that utilise, be simple to use, and be adaptable.

Make a thorough map of the entire customer experience, from initial contact to enrollment and ongoing engagement. Identify the processes where customer interactions happen, such as website visits, class registrations, or email exchanges. Businesses will be able to simplify CRM processes and offer a seamless, personalised experience thanks to this expertise.

Use the automation tools in the CRM system to speed up time-consuming processes. Automate follow-up emails following a client's initial visit, class reminders, registration confirmations, and so forth. By automating these procedures, organisations may save time, lower error rates, and free up staff time for higher-value tasks.

Using the CRM system, segment your consumer base and develop specialised marketing campaigns. For instance, you may give special discounts to loyal customers or send personalised promos to those who haven't attended classes in a while. To efficiently contact your audience, use email marketing, SMS alerts, or social media interaction.

Keep tabs on statistics like retention rates, attendance patterns, or revenue per customer. Making data-driven decisions and identifying areas for development will be made easier with the help of these insights.

In the yoga industry, installing a CRM system can revolutionise how you manage customer interactions and optimise business processes. You may increase customer satisfaction and promote business growth by setting clear goals, selecting the appropriate CRM software, centralising customer information, automating processes, and utilising focused marketing efforts. To get the most out of your CRM implementation, keep track of performance, train your team, and promote a customer-focused culture.

CONCLUSION

The use of CRM (Customer Relationship Management) technologies and their effects in the yoga industry have been examined in this dissertation. Through a thorough investigation, we have looked at the main difficulties faced by yoga businesses and the potential advantages of implementing a CRM system. Management of Customer relationship in yoga industry enhances customer satisfaction which leads to higher customer retention.

Based on our interpretation, proper CRM systems in yoga industry can help in increasing customer loyalty by managing customer interactions and timely response.

The results of this study show that a CRM system may greatly improve customer relationship management, increase client satisfaction, and simplify business operations in the yoga industry. Yoga businesses can provide individualised experiences, improve client retention, and boost revenue development by centralising customer data, automating common operations, and launching specific campaigns.

It is believed that by leveraging CRM in yoga industry it can increase revenue and profitability. Customers need timely response and proper interactions with regular follow-ups which increases satisfaction and loyalty and influences them to continue with the industry. This results in increased sales and revenue.

The study has brought attention to how crucial it is to establish precise goals when putting in place a CRM system and to pick the appropriate CRM programme that fits the particular requirements of the yoga sector. In order to optimise CRM procedures and provide a seamless and customised experience, it has become essential to map out the customer journey and all relevant touchpoints.

Yoga businesses can assess the effectiveness of their CRM implementation, pinpoint areas for development, and continuously optimise their plans by utilising reporting and analytics capabilities.

The dissertation also emphasises how important it is to train employees and promote a customer focused culture across the entire business. Businesses may maximise the benefits of the CRM system and maintain a consistent and excellent customer experience by providing personnel with the skills and knowledge they need to use it effectively.

Overall, this dissertation's findings demonstrate how CRM systems can revolutionise the yoga industry. Yoga practitioners can enhance client relationships, optimise operations, boost revenue, and ultimately contribute to the long-term success and growth of their organisations by deploying a CRM system designed specifically for the specific needs of yoga firms.

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