

Editor's Comment:

Comments and Suggestions:-

Restructure the Abstract into- Objectives, Methodology, Results and Conclusion, to make palatable reading. The present form is lengthy, not to exceed 250 words.

Introduction, Literature review, Concept of organizational performance, Benefits of CRM.....all OK.

Methodology,Data analysis, Mathematical model... all OK

Discussion...OK

Conclusion: Needs pruning, just summarize, lot of repetition is there.

Editorial decision: Once these comments are effected, can be considered for publication.

Editor's Details:

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