



“Digital Commerce Evaluation: Enhancing Customer Relationship VIA Technology”

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Abstract:

Acquiring, serving, and retaining consumers has become more important for the success of any organization in the recent past. For business-related reasons, the user base has drove up demand for online shopping throughout the world. Thanks to globalization and technical improvements, e-commerce has come a long way, allowing for sustained volume of business at reasonable prices. Online retailers rely on a wide range of technologies to power their operations. These include augmented reality, artificial intelligence, voice search, chatbots, blockchain technology, security, supply chain management, and optimization of online storefronts and customer experiences. Recent trends in Digital Commerce and CRM have been focusing on streamlining the CRM process and minimizing its cost. This paper covers the rise of digital Commerce platforms, origins and development of customer relationship management, leading digital Commerce companies, technological advancements in digital Commerce (including digital Commerce platforms and digital solutions providers), software and tools used in digital Commerce and more. Digital shopping has changed the way we buy forever, and it's now a multi-billion-dollar business. Digital shopping has come a long way from its early days as a simple means for people to transact business online; now, it permeates every aspect of our life. Our shopping habits will change in tandem with technological advancements, and digital shopping will remain an integral part of our daily lives for the foreseeable future.

Keywords: Rise of digital commerce platforms, origins and development of CRM, Digital companies, Digital commerce platforms, solutions providers, Digital tools.

Introduction:

It's clear that technology is helping digital commerce businesses improve customer relationship management, or CRM, and that there is a significant movement in favor of CRM. CRM's primary goal is to attract and keep consumers by giving them the most value for their money. Online transaction processing, inventory management systems, automated data collection systems, mobile CRM, electronic funds transfers, supply chain management, internet marketing, and online transaction processing might all help achieve this. CRM software simplifies lead and sales processes by collecting customer data in one location. Server

logs are used to track and record the data of these clients, which eventually yields a wealth of information that can be examined to make business choices.

Rise of Digital Commerce Platforms:

Digital commerce has made a huge impact to commercial enterprises. It has paved the path for business expansion, and due to its extensive reach and popularity, it has changed how today's entrepreneurs do business. It's fascinating to learn about the development of digital commerce. The following table highlights that development in chronological order:

Table 1: Rise of digital commerce platforms

Table with 2 columns: Year, Rise of digital commerce platforms. Rows include 1969 (CompuServe), 1979 (Michael Aldrich), 1982 (Boston Computer Exchange), and 1992 (Book Stacks Unlimited).

	level. It was one of the first websites that offered digital shopping at the time it was established.
1994	Netscape Navigator, developed by Marc Andreessen and Jim Clark, presented a web browser tool. It was utilized on the Windows OS.
1995	July 16 launches of Amazon and eBay that year were a turning point in the development of online retail. While Pierre Omidyar established eBay, Jeff Bezos started Amazon.
1998	In order to make easy transference of funds, PayPal introduced the first e-business payment system.
1999	Alibaba launched its e-business program with around \$25 million in funding. It makes progress into an e-business empire progressively.
2000	The first online advertising tool that was created by Google to assist shops in using the pay-per-click (PPC) atmosphere is Google AdWords.
2005	Amazon introduced Amazon Prime, which allows customers free two-day shipping, prime video.
2005	Square, Inc. is introduced in the form of an app-based service.
2005	For maintaining an online store framework Eddie Machaalani and Mitchell Harper introduced first big commerce.
2005	For the purpose of selling online small and medium sized merchants Etsay was established. Jack Dorsey and Jim McKelvey launched their venture in 2009.
2011	The digital wallet app has just been released by Google.
2011	Facebook come up with sponsored stories for advertising purposes.
2014	Apple introduces the application for making online payments named Apply Pay
2014	Et.com was initially introduced as a platform for online digital commerce.
2017	Instagram has made it possible for users to sell their products straight from the social media site, with the introduction of shoppable tags and last but not least, almost \$6.5 billion was made in sales on Cyber Monday.
2020	COVID-19 drives a 77% increase in eCommerce transactions, The COVID-19 epidemic has significantly increased the number of customers who choose to make purchases online. Research indicates that as of May 2020, the total value of digital Commerce transactions amounted to \$82.5 billion, representing a significant 77% growth compared to the previous year.

2020 to present:

Significant changes have occurred in the field of e-commerce in recent years, including the drive for merchants to sell online, the rise in small enterprises, and local Because sellers are adopting social media platforms, the B2B industry's operating expenses have decreased. However, as the e-commerce sector has grown, parcel shipping prices have increased significantly. A significant number of vendors are now able to sell online thanks to the emergence of several e-commerce marketplaces. 2021: The Buy Now, Pay Later option's ascent Although BPNL has been available since the 1980s, the growing popularity of Afterpay, Affirm, and Klarna caused a massive 230% increase in 2021. Financial institutions support these solutions, which

give internet shoppers a secure means of financing their purchases. Automation tools and artificial intelligence are being used more in transportation. Social media is very important to e-commerce because it boosts sales and company recognition. These days, people buy things in very different ways thanks to e-commerce.

Origins And Development Of Customer Relationship Management:

Relationships with customers are never new; in fact, they have evolved since the beginning of time. Prior to the introduction of modern technology, businesspeople still placed a premium on their clients, going out of their way to provide them with the kind of individualized service that would win their trust and loyalty.

Table no. 2 Origins and development of CRM

Year	Origins and development of CRM
Before the 1950s	Things like analogue pens, notepads, file cabinet account folders, and personal organizers (like Filofax)
1950s	Launched Rolodex
1960s	The king of organizational tools was still Rolodex, file cabinets with folders, and individual organizers.
1970s	This kind of customer relationship management is a software/digital tool. Separate mainframe systems housed client databases. Databases and spreadsheets created with

	software
1980s	Statistical methods for collecting and analyzing client information. As a marketing strategy, database marketing System for managing contacts and doing customer evaluations Sales automation on a massive scale began with the 1993 debut of Siebel Systems, the first CRM-focused platform. Eventually, customer relationship management (CRM) software started to have features for marketing, logistics, and ERP.
1990s	Realization of online CRM Oracle grabbed Siebel in 1999 after it released the first mobile CRM system. Salesforce introduced its first cloud-based customer relationship management SaaS in 1999.
2000s	Launching of Microsoft Dynamics in 2003 In 2004, SugarCRM created the first free to use CRM. Customer relationship management systems hosted in the cloud recently gained market dominance. The incorporation of social networking sites into CRM
2010s	CRM connectivity to business intelligence platforms and messaging infrastructures Powerful CRM personalization options according to sector, product, sales procedure, or target audience Pipedrive and other visually appealing, very user-friendly CRMs were all the rage. Enhancements to reports on data analytics Advancements in mobile connectivity More and more applications of artificial intelligence and machine learning (ML).
2020s	CRM continues to evolve in the 2020s, with an emphasis on incorporating cutting-edge technologies like blockchain, IoT, and artificial intelligence for more sophisticated and customized customer experiences. Long-standing CRM suppliers kept developing, and fresh competitors offered cutting-edge products. Businesses such as HubSpot, Zoho CRM, and others kept up their important responsibilities.

In recent years, digital Commerce has seen significant improvements, including increased online sales by retailers, an increase in small companies, the use of social media by local sellers, and decreased operational expenses in the B2B sector. growing Parcel shipping prices have increased significantly in the E-Commerce business. E-Commerce platforms now allow many vendors to sell online.

From 2020 until present, the use of automation and AI in logistics and social media has played a significant role. Digital Commerce has a significant role in improving sales and brand image. E-

Commerce has significantly impacted client buying habits. Time to time, CRM evolved by moving away from manual record-keeping and towards more complex software solutions that improve and streamline interactions with customers. Businesses' capacity to manage and cultivate client relationships efficiently has been greatly aided by the development of customer relationship management software.

Digital Commerce is a global industry with several firms involved. The table below shows the top digital commerce enterprises worldwide.

Table 3.1 Leading digital commerce companies in the world 2020

Sr.No.	Company	Country
1	Amazon	US
2	Alibaba	China
3	JD.com	China
4	EBay	US
5	Rakuten	Japan
6	Pinduoduo	China
7	Shopify	Canada
8	Coupang	South Korea
9	Asos	UK
10	Zalando	Germany

<https://www.markinblog.com/largest-ecommerce-companies/>

Table 3.2 US as a pioneer in the industry of digital commerce, which operates both locally and internationally.

Sr. No	Company
1	Shopify
2	Amazon
3	EBay

4	Etsay
5	Craiglists
6	Meta
7	Walmart
8	Target
9	Best buy
10	Alibaba

<https://www.shopify.com/blog/ecommerce-companies>

Table 3.3 The second largest digital commerce companies of China

Sr.No.	Company
1	Taobao
2	JD
3	Douyin
4	Pinduoduo
5	Tmall
6	Xiaohongshu
7	SMZDM
8	Alibaba
9	Vipshop
10	Dianping

<https://www.tmgrouop.asia/top-15-chinese-ecommerce-websites/>

Table 3.4 India has large number of digital commerce companies operating at different level

Sr.No.	Company
1	Amazon
2	Flipkart
3	Nykaa
4	IndiaMart
5	Meesho
6	First Cry
7	Bookmyshow
8	OLX
9	MakeMyTrip
10	Ajio

https://www.clickpost.ai/blog/best-ecommerce-companies-in-india#title_1

The global customer relationship management (CRM) software market is forecast to grow to 57 billion U.S. dollars in size in 2025. This is a projected increase of almost four billion U.S. dollars from 2021, at a compound annual growth rate (CAGR) of 2.1 percent. Customer relationship management, or CRM, is the technology used to analyze and manage a company's interaction with customers or potential customers. The goal of CRM is to improve companies' relationships with customers, therefore increasing customer retention rates and ultimately driving sales growth. According to a 2018 survey.

Using a customer relationship management system for your online shop, which is constructed on an e-commerce platform, is a wise move in the dynamic and expanding e-commerce industry. Online retailers of all sizes will be able to make use of this to their advantage by making better use of their consumer data and leveraging their relationships. Social customer relationship management (SCRM) is an extension of customer relationship management (CRM) that incorporates

official social profiles (e.g., Facebook, Twitter, LinkedIn, etc.) into the CRM system.

Digital Commerce Solution Providers:

The goods and services that enable a firm to conduct business online are referred to as e-commerce solutions. There is a wide variety of e-commerce solutions that are currently accessible, including those that enable conventional businesses to design, develop, and manage websites on the World Wide Web. An electronic merchant that is interested in enhancing the online checkout process for its customers may seek the assistance of a specialized vendor such as Virtual Cart in order to acquire a shopping cart solution. In light of the fact that the demands of e-commerce have been growing, it is necessary to have solutions that are more complete. Consequently, suppliers of e-commerce solutions are concentrating their efforts on the development of appropriate goods and services in order to satisfy a wide range of requirements and address a variety of issues.

4.1 Following are the leading digital Commerce Solution Providers

IBM: In the mid-1990s, IBM Corp. shifted its focus to e-business services. In June 1995, the company acquired Lotus Development Corp., marking the start of its e-business efforts. IBM deployed its WebSphere server software to assist customers' e-commerce activities, including retail websites. WebSphere digital commerce Suite 4.1 and WebSphere digital commerce Suite Pro 5.1 are Java-based E-Commerce solutions that offer an infrastructure for designing, deploying, and administering sites.

4.1.1 Hewlett Packard Co. Hp: Established in 1938, it ranks second globally in terms of size among computer companies, surpassed only by IBM Corp. In addition to producing and promoting PCs and printers, HP now offers web-based hardware, software, and services for sale.

The following are the available internet solutions: Internet Solutions offers the 9000 N Class server, specifically created for Internet Service Providers (ISPs), providing them with a complete set of E-Commerce tools and digital commerce for the Millennium system. The HP 9000 Superdome server facilitated concurrent execution of many operating systems. In 2001, 25 software products were introduced by HP, including the Netaction e-services development and implementation suite and the Open View e-services systems management package. 19 additional internet server appliances were incorporated into its expanding range of e-business solutions by HP.

4.1.2 MICROSOFT CORP: in the late 1990s to establish a foothold on the web. The following applications were made available by Microsoft Windows in the year 2000, The debut of BizTalk was sought by Microsoft to compete with IBM's WebSphere server and lay the groundwork for its plan to reinvent Windows and its applications as an Internet platform.

4.1.3 Oracle Corporation: Microsoft's primary software competitor was established in 1977. Oracle emerged as a prominent provider of E-Commerce solutions. Oracle was become a leading supplier in 1998 by the introduction of Oracle 8i, a version of its main database software that enables a company's database operations to be managed on the internet. The order fulfilment and shipping networks were integrated by Oracle with its sales network to streamline customer support operations. Furthermore, the use of a web-based expense reporting system allowed the accounts payable department to reduce its workforce by 25% and expedite the process of depositing paychecks into employees' bank accounts. The number of servers and databases for its email system was reduced by Oracle from 97 servers and 120 databases to two servers and four databases.

4.1.4 Amazon: The e-business platform has been licensed to another online stores, which are having trouble breaking into the e-commerce market, by Amazon, a provider of e-business solutions. Services such as its exclusive one-click checkout are being offered. Amazon has absorbed shipping, customer support, and inventory management. The site's Christmas sales were increased by a factor of three thanks to the Amazon technology that powers its infrastructure. The capacity of Amazon to promote itself as a provider of full-scale E-Commerce solutions is, according to some experts, going to be crucial to the company's profitability.

4.1.5 COMMERCEONE INC: Initially, office automation software for financial institutions was manufactured when operations began in 1994. Today, e-commerce solutions are provided. Commerce One develops business-to-business procurement, marketplaces that enable businesses to do transactions through the use of the World Wide Web or another electronic platform. These exchanges, also known as marketplaces, make it possible for customers, sellers, distributors, and suppliers to carry out their commercial transactions in a single location. Commerce One exchanges are equipped with auction functionality, and reverse auctions make it possible for enterprises to gather bid prices for items and services that they are interested in purchasing and compare them to one another. Another product that Commerce One provides is a procurement software suite called Buy Site. This software suite allows individual businesses to construct their own private supply-chain websites. buy Site not only enables buyers to browse online catalogues of manufacturers and suppliers, but it also makes it easier for them to complete transactions that are conducted electronically. Price ranges for market site portals range from half a million dollars to two million dollars.

4.1.6 Firstsource Corp: The Company began as a web-based reseller of computer and hardware systems for individuals and small businesses. It also provides digital Commerce solutions. Mid-sized businesses. Analysts predict that B2B sales will ultimately expand. E-Commerce solutions for small and medium-sized enterprises, including website configuration, marketing, personnel, and IT services were being provided by the company. Web-based purchasing hubs that link to many product distributors to help businesses streamline procurement operations are created by Firstsource link. The organization eventually licensed the power technology, which powers Firstsource Connect, to businesses looking to operate online.

4.1.7 Blue Martini Software, INC: The customer relationship management (CRM) solutions that are well-known are offered by it. Since its inception in 1998, a specific area within the E-Commerce world

has been carved out by the company. A full array of services including online merchandising, content management, customization, and transaction services is provided by the company in the solutions industry. Instead of concentrating just on e-commerce websites, the branding and personalization of online apps for businesses are primarily concerned with the Blue Martini 4 software that was developed by the company in 2001.

4.1.8 BROADVISION, Inc. It was created in 1993. The firm's One-to-One Enterprise platform benefits its customers, including Bank. Several companies, including America, E*Trade, Circuit City, Toyota, and Boeing, conduct business online. The platform offers order processing, transaction management, reporting, and monitoring capabilities, as well as a one-to-one retail commerce suite. E-Commerce solutions include Info Exchange Portal, Amadeus Travel Commerce, Market Maker, and publishing/billing tools.

Digital Commerce Tools:

The E-Commerce sector may be better understood and managed with the use of specific marketing E-Commerce strategies, efficient logistics operations and communication techniques. Online retailers rely on the following tools:

5.1 Unbx: When it comes to tools for E-Commerce marketers, Unbx is a newbie. Unbx offers smart, "context-aware" search engine with tailored suggestions. Marketers and merchandisers may optimize their site search and product suggestions using the capabilities provided by Unbx, a one-stop product discovery solution. There is a powerful strategy.

5.2 Google AdWords: Although organic search might be a useful tool for promoting sales and acquiring visitors, its conversion rates aren't always excellent. One resource is Google AdWords. It can increase sales and aid in more effective promotion of the e-commerce website. With this tool, you can make and run advertisements on Google's search and advertising networks.

5.3 Optimizely: This is among the most effective instruments for A/B testing, which compares the effects of two variations. differences in design. A/B testing enables the evaluation of various E-Commerce website layouts, colors, and copy to determine which generates the highest revenue and converts most effectively.

5.4 SearchSpring: This well-liked site navigation tool assists online merchants in matching customers with appropriate items and increasing revenue. Several of the biggest SearchSpring have been utilized by e-commerce companies such as Stanley Black & Decker for their sophisticated online search and category navigation.

5.5 Zendesk: Zendesk is a solution that enhances customer support without needing dedicated

customer service team, this tool offers several sophisticated features. You may generate customer support tickets, solve them, utilize templated solutions, establish self-help sections, and monitor your customer service performance.

5.6 Crazy Egg for analyzing E-Commerce websites Heat-map and scroll-map are crucial tool Crazy Egg is a tool that enables users to view the specific areas of web pages that visitors interact with. Click to help a corporation enhance its comprehension of visitor engagement with the online store. Insights are crucial for enhancing conversion rates.

5.7 Bounce Exchange: Bounce Exchange operates on the principle of "exit intent." Although online buyer frequently disregards the potential of this call to action, exit intent can soar. Figures of revenues. When a visitor is about to exit a website, Bounce Exchange shows the call to action in an attempt to seek their attention with an enticing offer through a lightbox. Only a limited number of e-commerce tools should be incorporated into the business plan to increase sales, to put it simply, an E-Commerce CRM solution facilitates the collection, organization, storage, and analysis of customer information.

5.8 Mobile CRM: It's a fascinating advancement in the larger CRM space. It is a tool that collects and analyses consumer data online by utilizing current technology. In addition to offering analytical computerized evaluation of client data, this type of CRM also helps businesses use online messaging platforms to improve interaction with clients. Numerous businesses right now effectively use social networking sites and mobile CRM.

5.9 Social Media: Social media in recent years, it has become a vital source of client data. Social media platforms have shown to be quite useful for corporations as well. contact both prospective and current clients. Social media is increasingly important for internet businesses, as it helps maintain existing customers and attract new ones. Integrating social media into CRM systems is crucial for E-Commerce businesses, as positive reviews increase buyer decisions.

5.10 Electronic Funds transfer (EFT): Electronic funds transfer (EFT) is a process that enables the transfer of money from one bank account to another within or between different financial institutions. Various financial institutions using automated computer systems, without requiring human participation from bank employees.

5.11 Online Transaction Processing: This type of system known as online transaction processing, or OLTP, this facilitates and oversees transaction-oriented applications, most commonly used data entry. Online transaction processing (OLTP) is a type of system that facilitates and oversees transaction-oriented applications, mainly used for data entry and retrieval. The term "transaction" uses

to both business or commercial transactions as well as computer or database interactions. OLTP systems are also used to handle user requests instantly. Many businesses, such as banks, airlines, mail-order companies, supermarkets, and manufacturers, have adopted this technology for commercial transaction processing. These are some examples of applications electronic banking, order processing, staff time clocks, e-commerce, and e-trading. IBM's CICS is one of the most commonly used OLTP systems. However, security and dependability are factors to consider when using this technology, just like with any information processing system. Compared to their offline counterparts, online transaction systems are typically more vulnerable to direct assault and manipulation. Dependability issues can have a significant impact on operations when organizations rely on OLTP, and the need for offline maintenance for some systems can also affect cost-benefit analysis. Furthermore, conducting business online always requires adherence to local laws, which can differ from nation to nation, especially in the case of B-G (Business to Government) transactions. and transaction processing for retrieval. The term "transaction" is defined in terms of business or commercial transactions in addition to computer or database interactions. OLTP has also been used to describe processing when user requests are handled instantly by the system. An application for commercial transaction processing is an automated teller machine (ATM) used by banks. A wide range of businesses, including banks, airlines, mail orders, supermarkets, and manufacturing, have adopted the technology. Electronic banking, order processing, staff time clocks, e-commerce, and e-trading are a few examples of applications. Perhaps the most used OLTP system is IBM's CICS. The drawback of OLTP is that security and dependability are factors, just like with any information processing system. Compared to their offline equivalents, online transaction systems are typically more vulnerable to direct assault and manipulation. Like any other technology, operations can be significantly impacted by dependability issues when organizations opt to rely on OLTP. The need for offline maintenance for some systems also influences the cost-benefit analysis. Furthermore, B-G (Business to Government) differs from nation to nation, therefore conducting business online always requires adherence to local laws.

5.12 Electronic Data Interchangeor (EDI): Since the late 1960s, Electronic Data Interchange, or EDI, has been in use for many years. EDI is essentially a computer-to-computer interchange. exchange of common business papers in a digital form between two firms. There are many advantages to exchanging documents electronically. These advantages include increased productivity from

automating transactions, decreased errors from manual data entry, and content validation (using receiving software and EDI standards) to ensure transactions contain all the necessary information to enable proper processing, traceability, lower costs, and faster processing. There are several different industry-specific EDI standards with regionally unique customs. The North American standard is ANSI X12, the European standard is EDIFACT, and there are others.

5.13 Inventory Management System: Integrating an inventory management system with CRM software might be advantageous. Historically, corporations used to deal Inventory management and CRM software are two independent systems. An inventory management system handles back-end business operations like billing and shipping, purchase history, accounting, financial data, and supply chain management. CRM software, on the other hand, handles front-end business operations like customer tracking, sales pipeline management, and creation.

5.14 CRM + Marketing Automation: When a company combines their CRM system with marketing automation, they can send customers tailored emails based on what stage or activity they are in: Deals for customers who haven't bought anything in a year, sending event invites to your leads, sent ahead of time reminders to renew a contract, campaigns to get new customers started, Emails asking clients for feedback. By putting together E-Commerce data and marketing automation, you can also send a number of automatic programmes to bring in more sales: Products suggested based on what the customer has bought before, Automated letters that list goods that go well with each other, A set of information sent automatically to a new customer, Reminders for shopping carts. A lot of an organization's customers and potential customers are stored in CRM apps. These pieces of information are needed so that businesses can make smart, on-time choices. The newest business intelligence and analytics tools could make this possible. Here are some of the most common business uses: Multiple ways to interact with customers at once, help with web-based functions, a central database for customer data, and workflow that is fully integrated with ERP software.

Digital Commerce Platforms:

A software programme called a digital commerce platform helps internet companies to handle their website, marketing, sales, and operations. Online Shopping Platforms combine basic business tools with the robust capabilities required to manage a firm. Three categories of digital commerce platforms exist: SaaS (Software as a Service), Headless Commerce, and Open-Source. Customers can operate their digital Commerce stores in one of two host environments provided by

e-commerce. They are On-Premise: Self-hosted on the company's facilities; and Cloud: Hosted Somewhere. Products and services that enable an organization to conduct business online are known as e-commerce solutions. There is a wide variety of digital Commerce solutions available, including ones that let conventional firms plan, develop, and run World Wide Web sites. Certain solutions concentrate on a particular issue. For instance, a business that sells goods online may buy a bandwidth management system from a corporation

to try to direct more resources towards real business activities rather than other uses. In a similar vein, an online retailer seeking to enhance his customers' online checkout experience may consult a specialist supplier for a shopping cart solution. The announcement of the Software Report 2020's Top 25 CRM Software Products. The Software Report assessed the background and development of each software firm, the caliber of the management team, their capacity to attract high-end clients, and their ability to raise money from investors.

Table 6.1 Top 25 digital commerce software of 2020

Sr. No.	Digital commerce software	Features
1	Salesforce	got started with a "No Software" sales pitch that garnered media attention and ignited the cloud computing revolution. It was founded in 1999. Using their SaaS-based automation platform, which is intended to support sales teams oversee their interactions with customers. Salesforce Customer 360 is the company's flagship product and the most used CRM platform in the world. Its powerful toolkit, which automates processes, analyses data, and gives insights, was created to help businesses combine their IT, marketing, sales, and commerce teams.
2	HubSpot	Their business has flourished, and now they provide a CRM platform that clients have faith in to help them seal agreements. Online inbound marketing tools are available on the HubSpot platform. It includes posting to social media, monitoring those platforms, blogging, search engine optimization, managing content on websites, sending emails, automating marketing, and generating reports and analytics. Doorstop, Atlassian, VMware, and Subaru are among the more than 68,800 clients that the firm presently serves in over 100 countries.
3	Freshsales	Freshworks is an India-based CRM software solution designed to help Freshworks manage its sales methodology and maintain customer engagement. It monitors thousands of leads and is user-friendly. Freshworks and Freshsales are leading competitors in the Software as a Service (SaaS) industry in India, catering to over 15,000 clients including Joblift, Dyson, GardaWorld, and Best Western Hotels & Resorts.
4	SugarCRM	SugarCRM believes that the secret of customer loyalty is freeing its customers from the slavery of CRM data input. All employees, including salespeople, marketers, CSRs, admins, and Sugar provides CEOs with a simplified solution that works on any device. These few are services that the Cupertino- based corporation currently provides to over 2 million worldwide users such as Sales force automation, marketing campaigns, customer support, collaboration, mobile CRM, social CRM, and reporting. Google Play, Sennheiser, and Tetley Tea are among their most famous customers.
5	NexJ	NexJ Systems, a Canadian leader in cloud-based enterprise CRM solutions since 2003, primarily serves healthcare, insurance, and financial services. In 2015, it spun off its healthcare CRM to focus on innovation and maintain its finance and insurance software services, with clients including Royal Bank of Canada, Wells Fargo Advisors, Credit Suisse, and HSBC.

6	Insightly	It is an adjustable platform that provides customization options and feeds for monitoring sales progress. As per the evaluation conducted by techradar.com on their cloud-based service, the Insightly platform provides a comprehensive selection of tools pertaining to reporting, lead management, and sales funnel. Although the system may appear daunting to novice users, it offers an abundance of customization options for those who wish to make their CRM experience unique. Insightly currently serves 1.5 million consumers and over 25,000 organizations globally. For the customer relationship management requirements, Discount Rental Cars, Denver Public Schools, and Global Presence Alliance organizations are depends
7	Apptivo	Apptivo, established in 2009, is an online platform that serves as a virtual home for consumers. It is a cloud-based Customer Relationship Management (CRM) suite that aims to assist users in elevating their enterprises. Clients access the platform. The system, initially designed for small-to-medium businesses, now offers customizable, scalable solutions for specialist markets and larger organizations. It enables efficient contact administration, sales pipeline management, automation, and reporting, serving over 150,000 enterprises in 193 countries.
8	StayinFront	StayinFront has developed consumer goods solutions to assist retailers in executing their strategies, increasing sales and efficiency in-store. Productivity is enhanced in all kinds of stores throughout the world with the help of StayinFront's mobile key performance indicators (KPIs) and real-time actionable data. StayinFront's products, including EPoS data, predictive analytics, and digital merchandising technologies, are utilized by global CPG giants in over 50 countries and 30 languages.
9	Zoho CRM	Zoho, established in Chennai in 1996, maintains its competitive edge by integrating a popular invoicing and billing app with a robust lead and contact management tool. Through their efforts, an extensive and varied suite of apps from which clients can select the features most relevant to their company's needs, including but not limited to customer relationship management (CRM), email marketing, social media management, and other services. Despite its origins as a platform for small and medium-sized businesses, Zoho is already drawing interest from major corporations. Amazon, Facebook, KPMG, and HP are among the more than 50 million users that utilize the CRM.
10	Ontraport	The state of California One of the services that Ontraport offers to its customers is an automated tool that allows them to handle all aspects of their business operations, including marketing, sales, and operations. Along the same lines as several of Ontraport's rivals, at first, the sheer quantity of options may appear to be overwhelming to certain individuals. Despite this, a substantial percentage of clients are in agreement that the decision to work with the CRM company was a big role in the increase in sales statistics.
11	Agile CRM	There is a company located in India that makes the promise that it would make the operation of a small business easier. Additionally, AgileCRM is compatible with a wide variety of the most popular software as a service (SaaS) application, including Click Desk, Zendesk, Stripe, LinkedIn, and others. Among the many others, Twitter and FreshBooks. They currently provide their services to over 15,000 customers all around the world, some of which include Indeed, Fidelity Bank, and PeoplePerHour, a website that helps freelancers find work.

12	Redtail Technology	In 2003, co-founders Brian McLaughlin and Andy Hernandez saw a need in the market for a customer relationship management (CRM) platform that could provide financial advisors 24/7/365 access to their client and calendar data. Being the first cloud-based CRM for financial advisers is something they take great pride in. Redtail is related to a number of financial services corporations, including Heron Wealth of New York.
13	ActiveCampaign	Although the Chicago-based, 2003-founded company primarily caters to SMBs, it also provides alternatives that could be of interest to the most sizable corporations. The following are some of their modest business clients: Thinkific, Venture Harbour, and Morrow Audio.
14	Copper	Optional features of the San Francisco-based CRM include lead tracking, project management, pipeline development, email and task tracing, reporting, and analytics. They assist more than 10,000 small businesses companies globally. CRM was created by Copper with G Suite integration in mind. It provides an easy-to-understand and intuitive user experience by enabling users to work from within their Gmail inbox.
15	CRMNext	The firm was established in 2002 and offers a variety of digital apps, operations management, reporting analytic tools, and sales and service automation packages on a single platform. platform. Next's customer-focused design, which prioritizes financial industry professionals, enables users to "do instead of view" with intuitive CRM features. They work with companies of all sizes, from Fortune 500 to start-ups, and among its clients are Pfizer, ICICI Bank, National Bank of Oman, and Banco de Oro Philippines.
16	Spark451	The first cloud-based platform designed specifically to represent the long-term connections of its clients, from graduates to high school students and beyond, is called Spark451. An additional dimension originates from how ties between students, parents, and other family members develop and spread from there. Spark451 offers a comprehensive platform that eliminates the need for handovers between enrollment, alumni/donor relations, admissions, and recruiting, giving institutions access to rich and insightful data. Higher education establishments are Spark's key customers.
17	TargetX	TargetX, a 1998 startup, offers a CRM ideal for smaller universities that is developed on top of Salesforce's development platform. Currently, more than 400 institutions and colleges depend on TargetX to aid in establishing enduring connections. Consumers trust the company's excellent customer service with all of their demands without hesitation.
18	Atemis	AtemisCloud is another long-time CRM market veteran. Benoit Barrier launched it in 1998. They have 11 offices across four continents and 12 solutions offered. languages to service 1,200 consumers across 60 countries. Customers include Renault, Bosch, Roche, Intercontinental, and KPMG, indicating their strong presence in Europe. AtemisCloud provides specialized solutions for many industries, including legal, consultancy, real estate, healthcare, and hospitality.
19	Nimble	Thanks to their agile platform, which has over 140,000 users, hundreds of hours have been saved, and over 10 million sales have been concluded. Brands such as Coldwell Banker, Tableau, GoDaddy, Upwork, Nimble simplifies the complicated process of managing client connections, which CrossFit and Nimble rely on. In order to keep teams organized and productive, it offers the greatest solutions for managing relationships, integrating communications, social media tools, and team collaboration. Companies using G-suite and Office 365 from Microsoft also find Nimble to be a good fit.

20	Tigerpaw	<p>Tigerpaw was founded by Doug Foxall in 1984. It was a computer consulting firm that assisted corporations with various software development and networking needs. Finally, success arrived for when a phone company approached the IT business in Nebraska about automating their whole process.</p> <p>With Tigerpaw, more than 40,000 users are able to streamline their business processes through automation, management, and integration. Users in the information technology (IT), voice and integrated communications (VC), audiovisual (AV), print provider, medical equipment (ME), and security system (SS) industries are among those they support.</p>
21	Less Annoying CRM	<p>Users will be able to get up and running in a matter of minutes thanks to its streamlined learning curve. With Less Annoying, users can easily organize their contacts, leads, notes, calendar, and more. errands, and anything else needs doing. He co-founded Less Annoying, a customer relationship management system, with his brother in 2009.</p>
22	Rethink	<p>The company, which is situated in Texas, is of the opinion that the consumers are the most important aspect of their business. CBRE, Cushman & Wakefield, NA Global, and Mohr Partners are just few of the well-known companies that the company has worked with in the past. included on their list of customers.</p>
23	Pipedrive	<p>Pipedrive was founded in 2010 as a direct sales CRM. Pipeline was founded when, after striking wall after wall, they collaborated with developers to develop a sales-driven CRM. Each member of the team must possess by capitalizing on a widespread complaint, Pipedrive now offers its services to more than 70,000 clients in over 100 countries.2018 saw the introduction of an industry-specific CRM for financial services by Pipeline.</p>
24	Workwise	<p>Workwise ERP and On Contact CRM, the company's main products, are designed to meet the needs of the discrete manufacturing sector and serve as the foundation of the solutions offered by the innovative technology company. The relationship with the consumer the management division of Workwise's business was introduced after the company's acquisition of OnContact, which was situated in Wisconsin, in the year 2012. Companies such as Toys R' Us, Vestcom, Pyramax bank, and CBCInnovis are among the notable companies that Workwise has worked with.</p>
25	Franconnect	<p>With Franconnect Sky Sales, a CRM that gives franchisors a full solution that covers all the bases they need to be productive, running a franchise system has never been easier. It helps companies keep possible franchisee partners informed throughout the whole growth process and raises the likelihood that they will become partners. The company now works with over 800 business brands and 148,000 partners, with sales up 60% year-over-year and 160 new brands added.</p>

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Conclusion:

Businesses may now manage their connections with both consumers and vendors through vendor relationship management (VRM), because to the internet's linked nature and its influence on customer relationship management (CRM). Companies that deal in online sales have simplified their customer relationship management procedures, thereby cutting expenses. More people are buying things online because of the COVID-19 epidemic; by May of 2020, internet sales had reached \$82.5B. Afterpay, Affirm, and Klarna are just a few examples of the Buy Now, Pay Later (BNPL) platforms that saw a 230% increase in

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popularity in 2021. Businesses need to make their marketing more informed, customer-oriented, and service-oriented if they want to flourish in the global market and satisfy the high expectations of their consumers while providing them with optimal value. Digital shopping has changed the way we buy forever, and it's now a multi-billion-dollar business. Digital shopping has come a long way from its early days as a simple means for people to transact business online; now, it permeates every aspect of our life. Our shopping habits will change in tandem with technological advancements, and digital shopping will remain an integral part of our daily lives for the foreseeable future.

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