

## ABSTRACT

In today's competitive marketplace, educational institutions are sellers proposing courses, a degree, and a rich alumni life. Students are purchasers who register for courses, apply for graduation, and make donations as alumni. The longer these ongoing transactions are satisfactory to both parties, the longer the relationship will endure, to the benefit of every one. In this regard, one extremely useful technique to improve this relationship which has been adopted by many corporations is Customer Relationship Management. For institutes to cope with the competitive markets, Customer Relationship Management is becoming the key to success. This research focuses on the needs of students to appropriately manage them as principal customers of higher education institutions. With the significant paradigm shift in the education sector worldwide, institutions are constantly looking for ways to capitalize on technology and enhance the effectiveness of their customer (student) relationship. It was observed that in developing countries, higher education institutions are working seriously to manage their customers by adopting effective management system; this study hence, well look into the problems of students of MUET, Jamshoro. It is observed that within developing countries like Pakistan, the students are not managed well. For this study quantitative research method is adopted. For a case study approach, questionnaire was developed looking into three different dimensions of CRM; 1) People 2) Process and 3) Technology. It was found that there was a misappropriation in A) Marketing Management B) Admission Management C) Class Room Management D) Examination Management. The recommendation for Marketing Management is that website should be user friendly & updated. For Admission Management there should be Student Information System for data management & log-in services. For Class Room Management there should be online system such as MOODLE for online learning and discussion forum for teacher-student. Lastly for Examination Management online examination form submission and downloading slip facility should be given.