

EXECUTIVE SUMMARY

The summer time project “Customer Relationship Management in Reliance General Insurance. it is a great platform to study on Customer Relationship within the Reliance General insurance to learn recognize the various inside the insurance as well as to know the patron pride toward the various customer relationship.

Reliance General Insurance offers insurance services across the domains of motor , health . travel and home. The commercial insurance services include commercial vehical , office and marine .

Motor insurance covers four _wheeler and other services and i learn .

Customer Relationship Management describes systems and process within companies which , with the help of customer data , aim to unify and improve customer services in order to achived higher levels of customer loyalty