

**EFFECTS OF CUSTOMER RELATIONSHIP MANAGEMENT  
STRATEGIES ON CUSTOMER RETENTION AMONG  
AGRIVET SUPPLY ENTERPRISES IN  
DIGOS CITY, DAVAO DEL SUR**

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## **ABSTRACT**

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This research examines how CRM strategies affect client retention in Digos City, Davao del Sur agri-vet supply enterprises. According to personal survey, most clients are married women aged 30-38 with monthly incomes below Php 50,000.00. The survey found high mean ratings for CRM strategies that handle customers individually, provide new goods, and value customer input. These techniques average 4.50, which is quite high. CRM's impact on customer retention is examined, with high mean ratings for quality services, fair prices, and great customer care, culminating in a very high total mean of 4.62. The socio-economic characteristics of agri-vet supply owners are also outlined, highlighting the prevalence of women in this industry. The challenges associated with CRM, such as boosting sales and profitability, customer retention, and fostering loyalty, are recognized with a very high average rating of 4.69. The paper concludes by examining the impact of CRM on performance, emphasizing the need of ongoing

maintenance and acknowledging the obstacles posed by complexity and time limitations.

Keywords: *Customer Relationship Management Strategies, Customer Retention, Performance, Agri-vet Supply Enterprises, Digos City*