

# **Customer Engagement, CRM and Intimacy: A Study of Mobile App Effectiveness**

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Consumer engagement has been widely researched in the recent past due to the vitality of the phenomena in the business world, transforming personal interests into sales. In the future, the physical human interaction, which plays a significant role in building CE with the customer, will be diminished. However, the human sentiments of personalization remain the same while digitization taking ownership of the task. This study aims to conceptualize the possibility of building customer engagement and Intimacy with behavior-based CRM with featured Mobil application front end. The proliferation of mobile devices, carrying a powerhouse in the pocket, has led the marketers to extract the essential sentiments through the apparatus by planting strategic detectives in different forms. The internet and devices provide the opportunity to build a deeper relationship and read through the consumer's minds much accurately and unconsciously. Theories of Co-creation and second-order cybernetics are explored in this study to conceptualize customers' behavior, and stimulus-organism-response was examined for effective mobile content. The study's findings may support CEO and CMO in designing a marketing campaign in the digital arena.

**Keywords:** *Behavior-Based CRM, Consumer Engagement, Mobile APPs*