

DEPARTMENT OF MANAGEMENT STUDIES

KONGU ENGINEERING COLLEGE

(Autonomous)

PERUNDURAI ERODE – 638060

SEPTEMBER 2022

BONAFIDE CERTIFICATE

This is to certify that the Project report entitled **A STUDY ON EFFECT OF CUSTOMER ATTRACTION AND RETENTION WHILE TELECALLING** is the bonafide record of project work done by **RANGEELA N (Reg. No: 20MBR078)** in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration of Anna university Chennai during the year 2020 - 2022.



SUPERVISOR

Mr. T. P. SARAVANAN

Date: 12.09.2022



HEAD OF THE DEPARTMENT

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(Signature with seal)

Submitted for the end trimester viva voce examination held on 12.09.2022



INTERNAL EXAMINER



EXTERNAL EXAMINER