A Study on Customer Relationship Management Towards Shiva Ganga PVC Pipes, Kadapa

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ABSTRACT

Customer relationship management (CRM) is a customer-focused business strategy that dynamically integrates sales, marketing and customer care service in order to create and add value for the company and its customers. The purpose of the study is to the understanding of CRM and its role in enhancing customer value. CRM is an integrated approach to managing relationships by focusing on customer retention and relationship development. Definitional aspects of CRM, The competitive environment in which companies operate are forcing companies to adopt customer centred strategies. This study develops a methodology to support CRM in the retail sector. The data collection instruments were consisting of the questionnaire for the customers. To achieve the aforesaid objectives data is gathered from 100 respondents. From this study it can be concluded that the customer relationship management in this Company Shiva Ganga PVC Pipes Pvt Ltd is satisfactory. The research aims to contribute to the improvement of the relationship between the company and their customers to get mutual benefits.

Keywords : Customer, Customer loyalty, Customer relationship management, Relationship Marketing.

I. INTRODUCTION

Customer relationship management includes various strategies and techniques, to maintain good and strong relationship with the organization's existing as well as potential customers. Organizations must have knowledge regarding the customers whether they are satisfied with their products and services for higher customer retention. Remember one satisfied customer brings ten new customers with him where as one dissatisfied customer takes away ten customers along with him.

The art of managing the organization's relationship with the customers and prospective clients refer to customer relationship management. Customer relationship management has been defined as "a business approach that integrates people, processes, and technology to maximize relationships with customers" [1]. Moreover, it has been stated that customer relationship management "characterizes a management philosophy that is a complete orientation of the company toward existing and potential customer relationships" [2].

Customer Relationship Management is a strategy used to learn more about customers' needs and behaviours in order to develop healthy relationships with them. After all, good customer relationships are at the heart of business success. There are many technological components to CRM, but thinking about CRM in primarily technological terms is a mistake. The more useful way to think about CRM is as a process that will help bring together lots of pieces of information about customers, sales, marketing effectiveness, responsiveness and market trends. Customer relationship management (CRM), a concept that has been around since the mid 90s, has its roots in the technology of sales automation and call centre operations. At that time, it was thought that merging the customer data from the field (sales) with the call centre interactions .Would result in more informed interactions with the customer. The concept resonated with user organizations and soon mergers and acquisitions created a host of software vendors all claiming to have an integrated set of capabilities that became known as CRM. On a parallel track, Internet-based tools such as e-commerce, Internet marketing, personalization, and self-help were evolving. These products competed outside of the CRM sphere due to the newness of the technology, and they were referred to as e-business. When the concepts of CRM

and e-business melded together there was a short period of e-madness where vendors talked about ecru and e-everything. There are still vestiges of this transition in the industry such as essentially using e-business to add value to vendors and referring to it as partner relationship management (PRM) or providing tools for employees and referring to it as employee relationship management (ERM). Similarly, enterprise resource planning (ERP) vendors realized that the 360-degree view of the customer has to include transaction data, so they have likewise developed an integrated package with CRM capabilities. Thus from a technology perspective CRM consists of a set of applications that address the needs of customer-facing functions that in turn feed a common database that is supported by business analytics. Each vendor has variations on this theme. On the other hands, CRM can be defined as a process or methodology used to learn more about customers" needs and behaviours in order to gain new customers and retention of existing customer.

COMPONENTS OF CRM

Contact an Account Management

Relevant data for customer profile is captured with the help of the software. Necessary information is captured from prospective customers. CRM system stores data in common customer database. The database integrates customer account information and presents it in desirable format to the company. The data is used for sales, marketing, services and other applications.

Sales

Sales process management follows a customized sales methodology with specific sales policies and procedures. Sales activities include – Product information, Product configuration, sales prospectus and sales quote generation. CRM also provide the history of customer account so that the sales call can be scheduled accordingly.

Marketing can be estimated. CRM also helps in customer retention, behavior prediction, channel optimization, personalization.

Marketing and fulfillment

CRM helps the professionals in product marketing, target marketing, relationship marketing and campaign management. By analyzing customer and business value of direct marketing can be estimated. CRM also helps in

customer retention, behavior prediction, channel optimization, personalization. Customer response and requests can be quickly scheduled and hence sales contacts.

Customer Service and support

CRM system provides service representatives with adequate access to customer database. It also helps to create, assign and manage the service requests by customers. Calling format is designed to route customer calls to respective attendants as per the skills and authority to handle special cases. Help desk system is developed to help customer service representative to help customers who face problems with product or service to resolve it. Web-based Self Service means help customer to access personalized information at company website.

Retention and loyalty programs

The primary objective of CRM is to enhance and optimize customer retention and loyalty. CRM systems are also useful in determining most loyal and profitable customers and reward.

According to The study of Dr. Madan Lal Rajkiran Prabhakar CRM today has become the synonym to success in business. The retailers can effectively achieve it, if they identify the opportunities to enhance customer value. In doing so, retailer must be aware of emerging capabilities such as interaction orientation and Technological, methodological up gradation to manage customer relationships. CRM, is a business philosophy that makes retailer increase their revenue, reduce costs, build and retain loyal customer base and analyze and identify target customers or to acquire new profitable customers. Retailers can personally create programs and develop products for each individual customer, by building loyalty throughout the customer's life cycle.

The study of Mayur Kumar, has identified the variables influencing customer satisfaction. It can be understood consumer promotional tool, customer services and high variance in explaining towards services offered by retailers. The retailers should see in implementing the Activities of the mall retailers and loyalty programs variables for enhanced satisfying to go for shopping to build a long term relationship with services provided by retailer by customers. Today " customers is God "services offered by retailers play a major role in

meeting customers' expectations and perception make comfortable better shopping in malls. [3]

Mueller characterizes customer relationship management aspect of the business as a highly dynamic, and convincingly argues that businesses have to adopt a proactive approach in devising relevant programs and initiatives in order to remain competitive in their industries. Y .Berry defined relationship marketing as attracting, maintaining and enhancing the customers' relationships in multiservice organization. [4]

Organizations consider CRM as a tool specifically designed for one-to-one customer communications, a sole responsibility of sales/service, call centers, or marketing departments. According to Peppers and Rogers (2011), there is global tendency in customer relationship management that relates to the shift from transactional model towards the relationship model. In other words, Peppers and Rogers (2011) argue that satisfying customer needs as a result of on-time transaction is not sufficient today in order to ensure the long-term growth of the businesses. In some organizations, CRM is simply a technology solution that extends separate databases and sales force automation tools to bridge sales and marketing functions in order to improve targeting efforts. Instead, businesses have to strive to maintain long-term relationships with their customers in order to maintain flexibility to adopt their increasing expectations and thus achieving their life-long loyalty. Peppers and Rogers further stress that, businesses that refuses to acknowledge this tendency in the global marketplace would be risking their market share and growth prospects in the future. [6] Another relevant model to be tested during the study constitutes Relationship Model of customer relationship management proposed by Peppers and Rogers. Specifically, the model advocates adopting a pro-active approach in sustaining customer relationships and proposes a set of specific principles that would assist to accomplish this task.

One of the most critical sources for the research is the book "Relationship Marketing and Customer Relationship Management" authored by Brink and Berndt The book offers an in-depth discussion of the concept of Customer Touch Map and discusses the role of information technology in facilitating customer relationship management.[6]

Bhatia's work, "Retail Management" is also going to be used in the proposed study due to the significance of the contribution of the work to the research area. Bhatia offers in-depth discussions related to the use of loyalty cards by retailers, and this represents a comprehensive analysis of the issue in the secondary data. [7]

The work of Mathur represents another significant contribution to the research area to be used in the study. Namely, the author provides a wide range of specific customer relationship management techniques and principles that are used by multinational businesses. The findings of Mathur can be compared to the primary data findings in the proposed research, thus enhancing the scope of the study.[8]

Khurana, on the other hand, discusses the concept of customer relationship management in a great detail, and also addresses advantages and disadvantages associated with a range of relevant software applications. The third edition of Pradan's "Retailing Management" is another noteworthy source that is going to be used in the study. Specifically, Pradan identifies customer relationship management as an emerging aspect of marketing in retail and discusses its importance for ensuring long-term growth for retail businesses. [9]

Sinkovics and Ghauri relate the necessity for engaging in customer relationship management to high cost of direct sales, highly intensifying level of competition in the global level, and need for information about various aspects of the business in general, and consumer behavior in particular, that can be used to increase the levels of sales. [10]

Moreover, Cox's "Retail Analytics: The Secret Weapon" deserves also to be mentioned in here thanks to the most modern and fresh perspective the author adopts in order to approach the research issues. The most valuable part of this specific article is that it provides highly practical recommendations to retailers of various sizes in terms of increasing the levels of revenues through adopting a range of customer relationship management principles. [12]

A range of academic models and writings relate to this research in direct and indirect ways and some of the most relevant models are going to be explored in the study. One of the most models to be used in the study is The Gap Model of Service Quality. "A model of service quality called the gap model identifies five gaps that can cause problems in service delivery and influence customer evaluations of service quality.[13]These five gaps are a) the gap between customer wants and the management perceptions about customer wants; b) the gap between the management perceptions about customer wants and the specifications of service developed; c) the gap between the service specifications and the actual service provided; d) the gap between the quality of service promised and the quality of service provided, and e) the gap between expected service and perceived service on behalf of customer.

A global approach towards the issues of customer relationship management is adopted by Raab et in "Customer relationship management: a global perspective". The value of this specific work to the proposed research can be explained in a way that it will allow the comparison of customer relationship management principles to the similar principles exercised by other multinational retailers in a global marketplace.

II. METHODOLOGY ADOPTED

This study is carried out towards Shiva Ganga PVC Pipes Pvt Ltd in Kadapa district, Andhra Pradesh, India during the period from March 2017 to May 2017..

Research design: "Research design is the plan, structure. And strategy of investigation conceived so as to obtain answers to research questions and to control variance". The research designs are both descriptive and exploratory in nature. The objectives of this study is to answer the "who, what, when, where and How "of the subject under investigation.

SOURCES OF DATA

Data, which is to be used for the study, has come both from primary sources as well as secondary sources.
Primary data sources: The crux of the study is based on the information collected from the customers with the help of questionnaires. The primary sources of

information have been customers who have filled up the questionnaire.
(i)Population: The population covered in this study refers to the existing customers of Shiva Ganga pvc pipes Kadapa.
(ii)Sample Size: The sample size undertaken for this particular study is 100 respondents.
(iii)Sampling Technique: Convenience sampling was adopted both for customers where the sample units are chosen primarily on the basis of the convenience sampling.
(iv)Research Instrument: Questionnaires containing both open ended and close ended questions were used as a research instrument in this particular study.
Secondary data sources: Information has also been borrow from both internal sources such as company records and external sources like journal, magazines and book on marketing research.
Statistics Descriptive statistics was used for the analysis of data and results were expressed as percentages.

III. FINDINGS AND DISCUSSIONS

The needs of the customers are clearly defined and the products are customized according to the needs of the customers. The company conducts customer satisfaction surveys through research agencies. The customer's satisfaction level is better. Customer's comments and complaints are welcomed and resolved quickly and positively by the company. Comments and complaints are taken through direct phone calls.

Customer interaction programmes must be essential to study the characteristic features of the customers. Information search place a major role in consolidating optimistic relationship between customers and executives. So, meticulous care must be taken by the industries to advertise their services. The customers are advised to the about mutual benefit. This enables them industries to improve the quality of services. The qualitative approach and proportionate should be taken care for their customers.

S.NO	QUESTIONS TO CUSTOMERS	OPTION	
		YES	NO
1	Do you prefer to purchase the products of this company?	75%	25%
2	Do the company follow the	80%	20%

	ethical Mktg. Practices.		
3	Do the company offering products at reasonable price?	75%	25%
4	Are you satisfied with the quality of products provided by this company?	80%	20%
5	Are you getting credit facility by this company?	80%	20%
6	Are you provided concessions by this company?	30%	70%
7	Are you provided transportation facility by this company?	60%	40%
8	Customer's comments and complaints are welcomed or not?	70%	30%
9	Customer's comments and complaints resolved quickly and positively?	80%	20%
10	Are you satisfied with the Services provided by this company	80%	20%

III. CONCLUSION

The analysis revealed the impact of CRM on the lines of privilege and perfect services to the customers, the achievement of strong bonds of relationship is the main objectives of impact of CRM to get mutual benefit to customers as well as service providers. CRM is a powerful concept for success of any business. It paves the way to maintain an optimistic relationship with customers to increase the business and profitability. the strategies employed CRM is aimed at mutual benefit to the customers and business organizations. From this study it can be concluded that the customer relationship management in this Company Shiva Ganga PVC Pipes Pvt Lt is satisfactory. The company is using various CRM practices like customization of the product, maintaining interaction with the customers regularly and providing qualitative services to the customers etc. Customer relationship management has a certain impact on the profitability of the company. Customer response rate towards marketing activities is also improving. There are various factors affecting the customer relationship management like working environment of the company, support from top management and coordination among the departments of the company. Information technology is not used as much as it should be. The company is using traditional tools of CRM like quantitative research, personal interviews. The company should use modern tools like data mining, contact center, e-CRM and web based survey tools to maintain and enhance good and healthy relations with the customers so that the company can make maximum profits in this competitive environment.

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