

CUSTOMER RELATIONSHIP MANAGEMENT: AN APPROACH TO CONNECT POINT WITH CUSTOMER

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ABSTRACT

The point of departure for this study is the understanding of customer relationship management (CRM) as a set of technological solutions key for efficient business management, the benefits of which, highlighted by previous works, are presented and defined here as crucial for entrepreneurial success. Of particular interest for this purpose are the existing studies on sustainability, which provide a viable research model to assess and validate the potential effect of each CRM component (sales, marketing, and services) on the three dimensions of sustainability (economic, environmental, and social). Upon confirmation of our hypotheses, the subsequent validation of such model should bring a better understanding of the way in which CRM-related benefits may increase the positive impact of its components on each dimension of sustainability.

Keywords: CRM, Education Qualification, Customer, Level of Satisfaction.

Introduction

As the cost of a typical CRM implementation continues to grow and the pressure to address the shortcomings in customer management operations intensifies organizations will have to become more vigilant in identifying which CRM capabilities will provide the greatest financial benefit building a bulletproof business case for the project going executive and stakeholder support : creating an intelligent and comprehensive execution plan and using the new system to develop customer insights that will full more effective strategies and programs for marketing sales and customer service.

Statement of Problem

Where does one start with performance driven CRM (PDCRM) you seem to start backwards desires because you begin with the end state-the CRM vision Let's go back to what differentiates performance driven CRM from CRM in its purest sense which CRM is a business strategy that seeks to optimize profitability revenue and customer access performance driven CRM is more. It is an ongoing mechanism based on continuous improvement that allows organization to retain lasting relationships and guess them ability to understand anticipate manage and personalize the experience with their current and potential customers and employees.

It states with a deal understanding of:

- Customers and their needs
- The organization and its competencies
- The organization's commitment to quality service –from both an internal and external customers' perception

It requires measures /standards and benchmarks and a mechanism to create change –change in process actions, organizational structure and people competitive CRM can survive only with continuous performance improvement. There is no doubt that is today's business environment it is becoming increasingly difficult to manage customer relationships profitably

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- Increasingly informed customers have more choice and are less loyal to their suppliers
- New distribution channels and communication media mean that the customer interaction mix is more complex difficult to integrate and potentially expensive
- Delivery channels are increasingly complex
- Numerous powerful technologies are now available but are expensive to implement and historic returns are at best.
- Market places and exchanges threaten to bring manufacturers close to their customer's disintermediation.

These issues are widely recognized and in response most major organizations have initiatives under way ranging from sales force automation to web-enabled customer contact these traditional.

CRM initiatives may be useful but they are definitely not performance driven CRM.

The initiatives described above are often tactical (like trying to make incremental changes quickly) rather than strategic or long term in nature they are often responses to short-term customer or cost pressure rather than to long-market drivers. For much organization it has proven difficult if not impossible to manage mutually beneficial relationship when:

- They are not able to measure the value of their customer
- They lack insight into what their customers really need rather than what they think that they need.
- They have no strategic approach to how to treat different customer's different ways.

The net result is that most organization fail to target their limited resources at their most valuable customer's. They fail to achieve a balance between customer value the quality of the customer experience and the cost of delivering it. While there may be isolated examples of sales force automation or perhaps some enhanced desktop technology there is a real risk that the individual initiatives do not fit with such others or with the organizations wider business strategy. The result is wasted investment duplicated effort incompatible business solutions and an increasingly inconsistent customer experience

There is therefore a compelling need for a CRM vision that addresses many of the issues with which organization typically struggle.

- Which customer should you target?
- How can you deal with rapidly increasing channel fragmentation and media complexity to communicate with your customer?
- How should you balance quality of experience cost to serve and profitability of the customer?
- What is the appropriate level of CRM integration for your business?
- What is customer "insight" and how do you get and use it?
- What should you do with unprofitable customers?

Objective of Study

- To study the factors that influenced the customers to utilize
- To identify the level of satisfaction perceived by the selected sample respondents
- To suggest better ways and means for effective CRM

Research Methodology

The methodology of research indicates the general pattern of organizing the procedure for gathering valid and reliable data for the purpose of investigation the methodology of this study includes the description of research design sample size sampling technique development and description of the analytical tool data collection procedure and method of analysis. The validity of a research depends on the systematic method of calculating the data and analyzing them in a sequential order. In the present study extensive uses of both primary and secondary data were calculated systematically.

For collecting primary data, a field survey technique was used in the study area i.e. Erode and Perundurai Taluks. First-hand information pertaining to socio-economic data of the selected sample respondent awareness on various brand of cement buying behavior level of satisfaction of the customers in the study area more collected from 50 sample respondent for their people a well-structured questioner was used and necessary data were collective.

Sampling Method

A sample of 50 responds (buildings owners building contractors) were selected from different geographical areas of Erode and Perundurai Taluk, and the selection of location was done as per convince of the by adopting convenient sampling method.

Sources of Data Collection

- **Primary Data**

In order to fulfill the objectives setout a sample study o as undertaken by the use of a well framed questionnaire and got duly filled in the respondents were selected is varying nature based on the socio-economic aspects as age educational qualification designation monthly income etc. A noteworthy failure was that all the 50 respondent filled in the questioners with much real this is due to the high level of literacy of the respondent and the researchers good report established with them.

- **Secondary Data**

The primary data were supplement by sufficient secondary source date secondary date pertaining to the study was gathered from that books journals and reports of the Birla group of companies etc. a number of standard literatures pertaining to CRM.

Data Analysis and Interpretation

Educational Qualification and Level of Satisfaction

Education shapes the personality and sharpens the mind educated respondents collect more information and taking right decision for the purpose of this study education qualification of the respondents has been classified in to four category school level, College level, Professional level and illiterate. The details are furnished in the following table

Table 1: Educational Qualification of the Respondents

SI. No	Education	No. of Respondent	%
1	School level	10	20
2	Collegiate	19	38
3	Professional	11	22
4	Illiterate	10	20
Total		50	100.0%

It is found from the above table that 38% of the respondents using ultra –tech cements were gained their knowledge through the college level education it is followed by professionally qualified respondents 22% were as the School level and Illiterate respondents represent equally with 20% from the analysis it is identified that collegiate educated respondents have using ultra tech cement more when compare to other category of respondents. With the view to find the degree of association between educational qualification of the respondents and the level of satisfaction in using ultra tech brand of cement, a two-way table was prepared and depicted in the following table

Table 2: Educational Qualification and Level of Satisfaction (Two- Way Table)

SI. No	Education	Level of Satisfaction		Total
		Low	High	
1	School level	2	8	10
2	Collegiate	8	11	19
3	Professional	3	8	11
4	Illiterate	2	8	10
Total		15	35	50

The above-mentioned table highlights that the percentage of high level of satisfaction was the highest among the college level educated respondents and the same was the lowest among the other three categories viz., School level, professional and illiterate. The percentage of low level of satisfaction was the highest among the college level educated respondents and the same was the lowest among the school level and illiterate respondents

In order to find the relationship between educational qualification of the respondents and the level of satisfaction in using ultra tech cement, a chi-square test was employed and the result of the test is shown in the following table.

H₀: There is no close relationship between educational qualification of the respondents and level of satisfaction

H₁: There is close relationship between educational qualification of the respondents and level of satisfaction

**Table 3: Educational Qualification and Level of Satisfaction
(Chi-Square Test)**

Factor	Calculated Chi-square value	Table Value	D.F	Remarks
Education	23.17	11.34	3	Significant at 1% Level

It is divulged that the calculated chi-square value is greater than table value and the results are significant at 1% level. Hence the null hypothesis H₀ is rejected alternate hypothesis H₁ is accepted from the analysis it is inferred that there is close relationship between educational qualification of the respondents and level of satisfaction in using ultra tech cement.

Findings and Suggestions

- While analysing the educational qualification of the respondents it is learned that the respondents having collegiate level education have perceived maximum level of satisfaction that the other group the chi square test also proves that there is a close relationship between education qualification of respondents and their level of satisfaction
- It was learnt that only college level educated people giving first priority for ultra tech cement whereas the study area the rural enmass was fully covered with school level educated and illiterate. Hence it is suggested that advertisement should be made with good word jorgant along with attractive pictures.

Conclusion

It is concluded from the study that A good customer relationship can be established through conducting free lab test and giving ideas and tips during concreting the roofs the modern mixing machine. It may also conduct customers meet at various points to invite their expectation. Like lok Adalath.

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