

## **CUSTOMER RELATIONSHIP MANAGEMENT**

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### **Abstract**

The biggest management challenge in the new millennium of liberalization and globalization for a business is to serve and maintain good relationship with the king –The customer. In the past producers took their customers for granted, because at that time the customers were not demanding nor had alternative source of supply or suppliers. But today there is a radical transformation. The changing business environment is characterized by economic liberalization, increasing competition, high consumer choice, demanding customer, more emphasis on quality and value of purchase etc. All these changes have made today's producer shift from traditional marketing to modern marketing. Modern marketing calls for more than developing a product, pricing it, promoting it and making it accessible to target customer. It demands building trust, abiding force and value added relationship with the customers. The process of developing a cooperative and collaborative relationship between the buy errand seller is called customer relationship management shortly called CUSTOMER RELATIONSHIP MANAGEMENT.

### **Introduction**

The current global competitions threatened by the financial crises has continued the need for both manufacturers and services marketers to monitor how their customer feel about their goods and services, and particularly when there is enormous evidence in support of relationship managements as the alternative means of solving the global market fluctuation. Many businesses such as banks, insurance and other service providers realize the importance of customer relationship management and its potential to help them acquire new customer retain existing ones and maximize their life time value.

### **Statement of the problem**

In today's intensely competitive, rapidly changing & highly complex business environment characterized by diminishing customer loyalty, the need to be market focused & customer centric is more critical than any other time in past. Firms use technology as a key tool to enhance the information flow within their business units, helping their employees better understand the ever changing and increasing need and wants of their customers. It is certain that the internet will continue to change the ways customers and organizations interact with one another in terms of speed and ease.

This fact requires that the integration of internet technology into customer relationship management activities occur at all levels throughout the organization. Thus, it would be wrong to say that keeping its customer satisfied is in the best interests of the organizations. The purpose of this study is to bring insight and deeper understanding into the objectives, strategies and the expected benefits of customer relationship management initiatives by the organization.

### **Objectives of the study**

1. To study the current practices of customer relationship management.
2. To find out the impact of customer relationship management on the profitability of the organization.

3. To study the factors affecting the customer relationship management practices.
4. To study the role of information technology in customer relationship management.

### **Review of Literature**

With the available literature we can summarize customer relationship management in the words of various authors as follows-

According to Shani and Chalarani – Customer Relationship Management marketing can be defined as “ an integrated effort to identify, maintain and build up a network with the individual customers and to continuously strengthen the network for the mutual benefit of both parties, through interactive, individualized and value added contracts over a long period of time.

### **Research Methodology**

A research design is simply a plan for study in collecting and analyzing the data. It helps the researcher to conduct the study in an economical method and relevant to the problem. Research methodology is a systematic way to solve a research problem. The methodology should combine economy with efficiency.

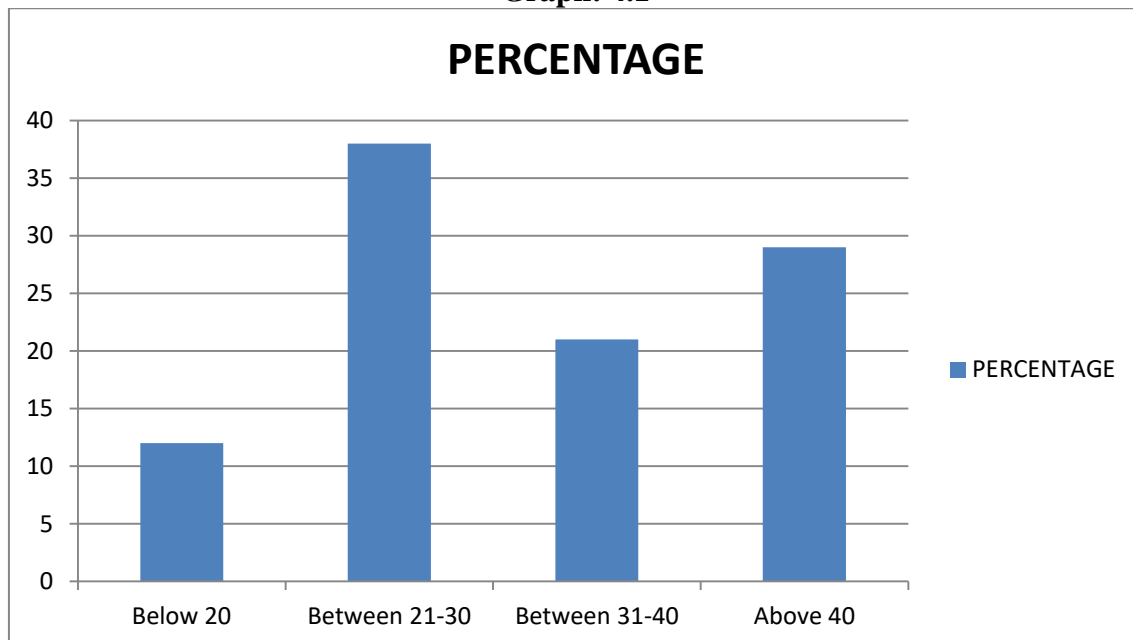
### **Results & Discussion**

#### **1. THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF AGE**

**Table 4.1**

<b>PARTICULARS</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
Below 20	12	12
Between 21-30	38	38
Between 31-40	21	21
Above 40	29	29
Total	100	100

**Graph: 4.1**



### INTERPRETATION:

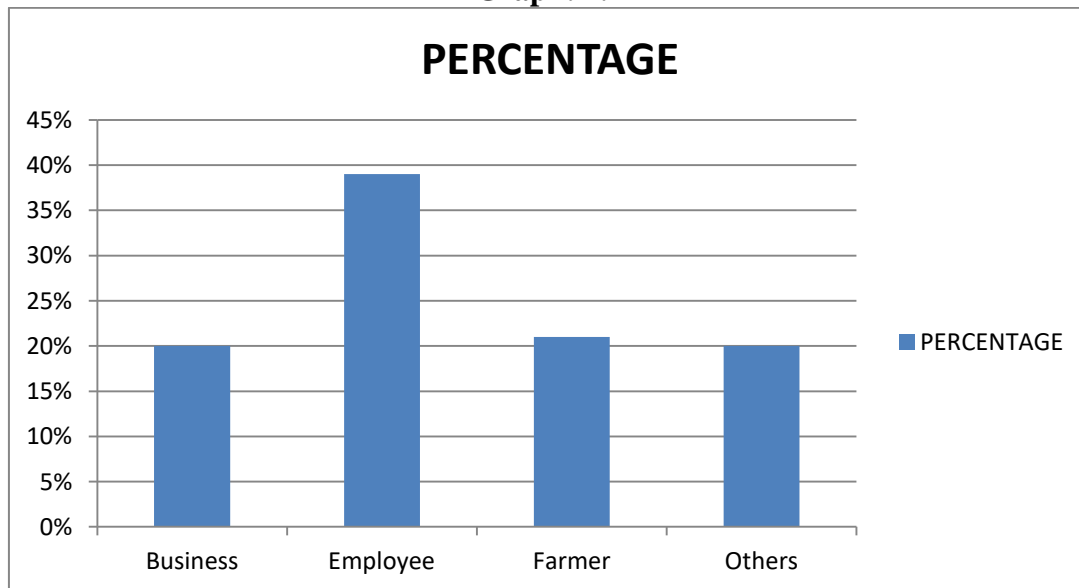
The above table found that 12% of the respondents are under the age level of below 20, 38% of the respondents are between 21-30, 21% of the respondents are between 31-40 and 29% of the respondents are comes under above 40.

### 2. THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF OCCUPATION

Table 4.2

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Business	20	20%
Employee	39	39%
Farmer	21	21%
Others	20	20%
Total	100	100%

Graph: 4.2



### INTERPRETATION:

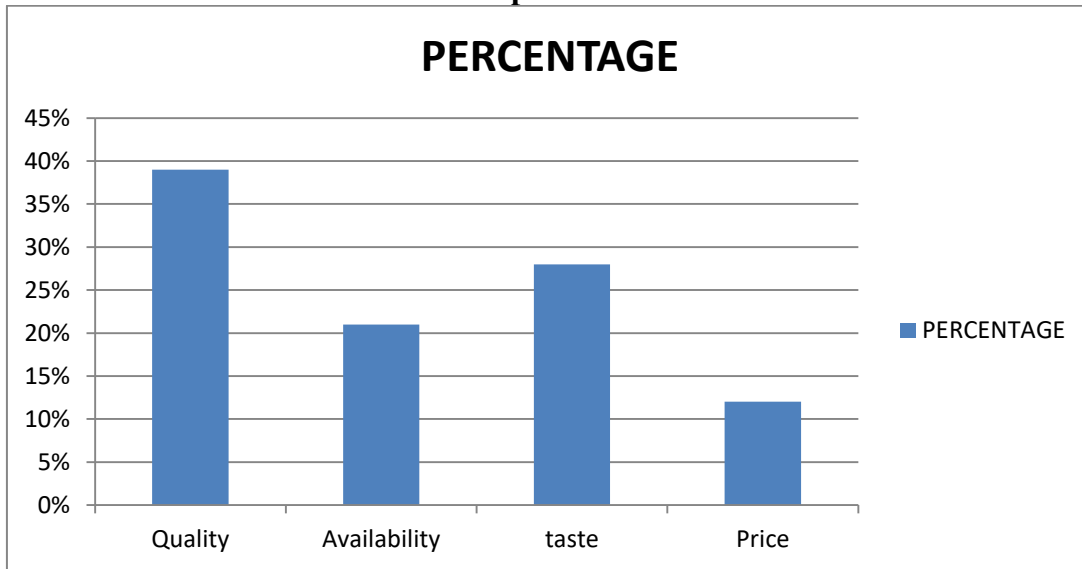
The above table found that 20% of the respondents are under the occupation of business, 39 % of the respondents are in the status of employees, 21% of the respondents are doing farmer and 20% others occupation.

### 3. THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF FACTOR.

Table 4.3

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Quality	39	39%
Availability	21	21%
taste	28	28%
Price	12	12%
Total	100	100%

Graph: 4.3



**INTERPRETATION:**

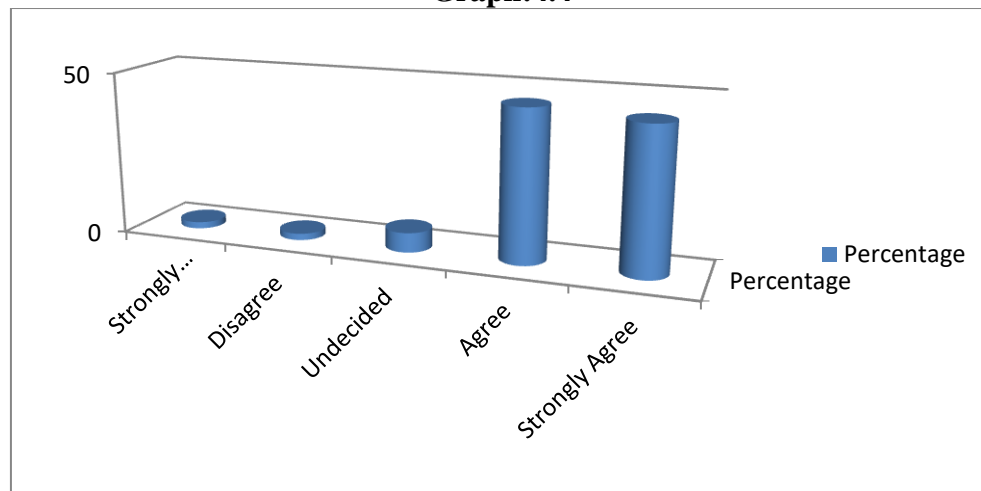
The above table found that 39% of the respondents are purchasing the product under the factor or quality, 28% of the respondents are prefer for taste, 21% of the respondents are prefer for availability and 12% of the respondents are prefer for price.

**4)COMPANY FOCUSES TO MEET CUSTOMER'S EXPECTATION.**

Table:4.4

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Disagree	2	2
Disagree	2	2
Undecided	6	6
Agree	46	46
Strongly Agree	44	44
Total	100	100

Graph:4.4



**INTERPRETATION:**

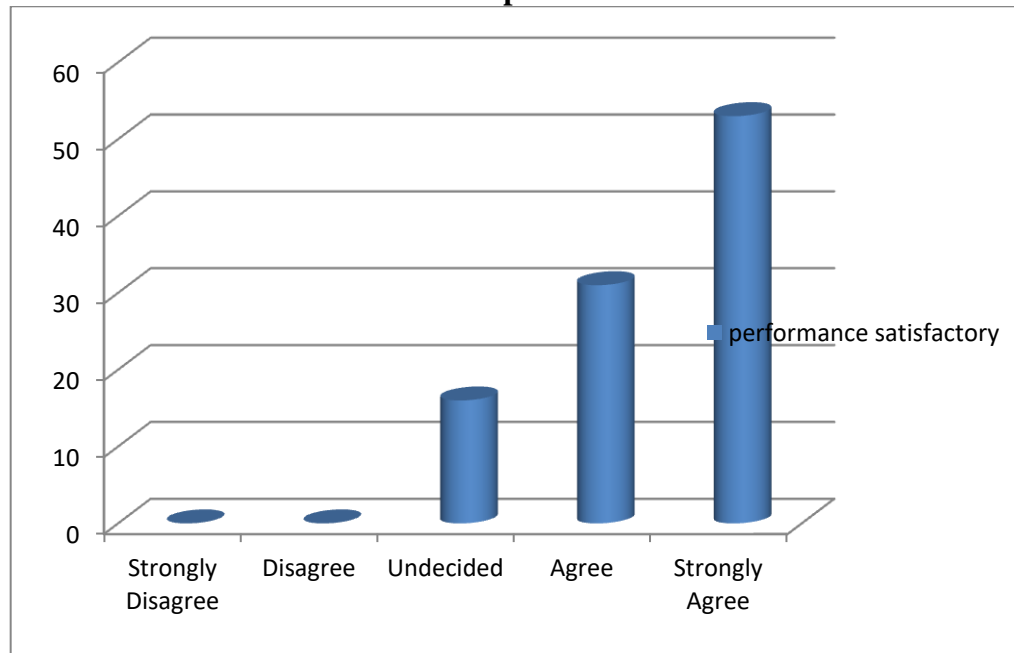
From the table above (2%) Strongly Disagree, (2%) Disagree, (6%) are undecided, (46%) Agree, (44%) Strongly Agree.

**5) OUR COMPANY'S CORPORATE STRATEGY GIVES IMPORTANCE TO A CUSTOMER'S NEEDS.**

**Table:4.5**

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Disagree	0	0
Disagree	0	0
Undecided	16	16
Agree	31	31
Strongly Agree	53	53
Total	100	100

**Graph:4.5**



**INTERPRETATION:**

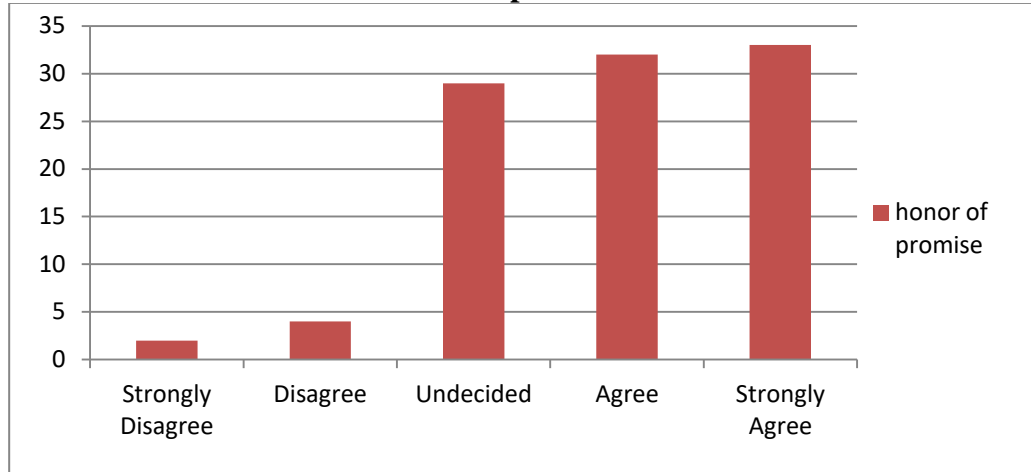
From the table above (16%) are undecided, (31%) Agree, (53%) Strongly Agree.

**6)COMPANY HONORS THEIR PROMISE?**

**Table:4.6**

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Disagree	2	2
Disagree	4	4
Undecided	29	29
Agree	32	32
Strongly Agree	33	33
Total	100	100

**Graph:4.6**



**INTERPRETATION:**

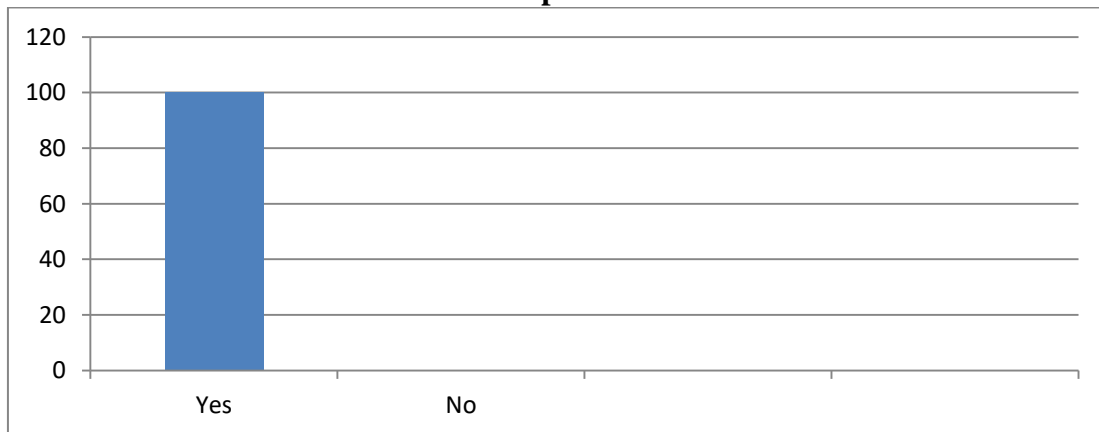
From the table above (2%) Strongly Disagree, (4%) Disagree, (29%) are undecided, (32%) Agree, (33%) Strongly Agree.

**7)DO THEY PROVIDE ANY DISCOUNT ON BULK PURCHASE?**

**Table:4.7**

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Yes	100	100
No	0	0
Total	100	100

**Graph:4.7**



**INTERPRETATION:**

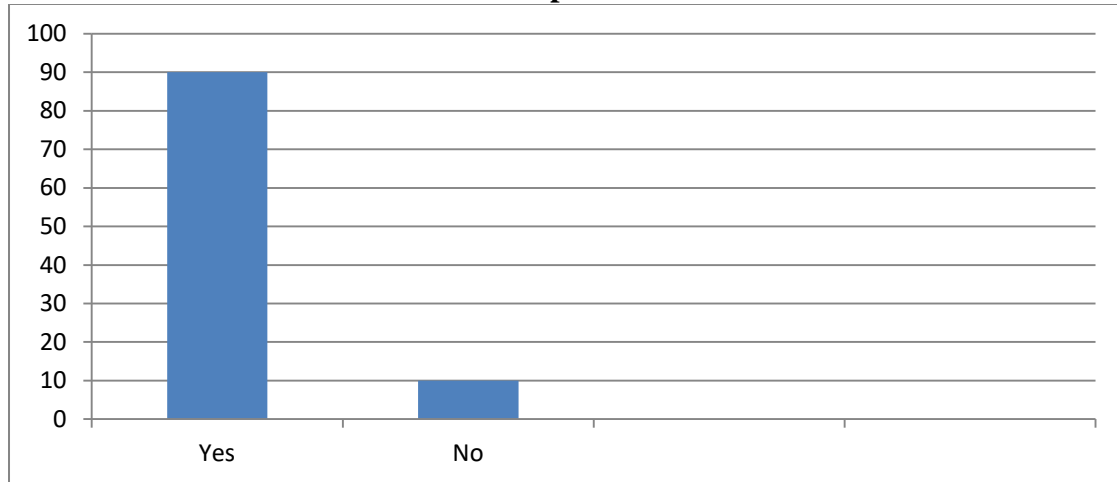
All the 100% customers they said that the company providing credit facility.

**8)DO THEY GIVE CERTAIN ATTRACTIVE OFFERS?**

**Table:4.8**

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Yes	90	90
No	10	10
Total	100	100

**Graph:4.8**



**INTERPRETATION:**

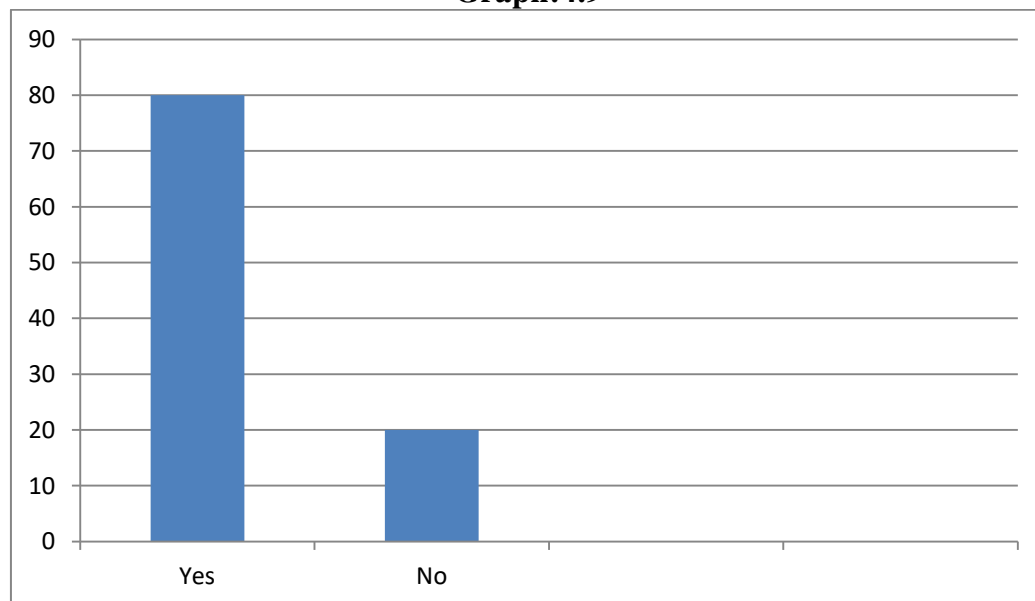
Most of the customers they said that the company providing credit facility. 90% customers say YES, remaining 10% customers says NO.

**9)DO YOU THINK GALLA GOODS IS MAINTAINING GOOD CUSTOMER RELATIONS THROUGH ITS SERVICES?**

**Table:4.9**

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Yes	80	80
No	20	20
Total	100	100

**Graph:4.9**



**INTERPRETATION:**

From the above table 80% of the people said no, only 20% of the people said that delay in the process of service.

### **Conclusion**

From this study it can be concluded that the customer relationship management in Company is satisfactory. The company is using various CUSTOMER RELATIONSHIP MANAGEMENT practices like customization of the product, maintaining interaction with the customers regularly and providing good quality product etc. Customer relationship management has a certain impact on the profitability of the company.

### **References**

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