

A Study on Customer Relationship Management at Big Bazar

A. SARVESWARA REDDY

Department of MBA, St. Martin's Engineering College, Dhulapally, Secunderabad-500100

KYAMAJI. SRIJA

Department of MBA, St. Martin's Engineering College, Dhulapally, Secunderabad-500100

E-mail Address: srijarao03@gmail.com

ABSTRACT

Customer relationship management is a process of current and future customer integration and it is a process of carefully managing detail information about individual customer and all customer touch point to maximize customer loyalty. A customer touch point is any occasion on which a customer encounters the brand and product from actual experience to the personal or mass commutation to the casual observation. For a hotel the touch point reservation checking and frequent stay program room service business service exercise facility laundry facility and restaurant and bars for instance the for season relies on personal touch such as a staff that always address guest by name. High power employee who understands the need of sophisticated business traveller and at least one best one in reason facility such as a premier restaurant or spa. Sometime touch point is where you least expect, such as in customer billing Microsoft global CRM product manager. Karen smith related what happened when a telecom nation face book mailing and many more and company covered to unified billing one bill all for line to cut company cost. One of the customers require a slightly modified version of unified billing to suit his expense submission purpose. The frosted customer then switches his two business or another line or another telecom nation company but lost his discount with the original provider, which still had his personal account. Even more frustrated, the customer then moved all his business to the new telecom nation company.

1.1 INTRODUCTION

Customer relationship management is the process of carefully managing detailed information about individual customers and all customer touch point to maximize customer loyalty. a customer touch point is any occasion on which a customer encounters the brand and product from the experience to personal and mass communication to actual observation it is typically.

In today's computational world each businessman is trying to attract more customers to their products and services. For making more profits each businessman is trying to apply new techniques in their day-to-day activities. The attraction of new customers is very important for any kind of business but also it becomes very important to hold the old customers purchasing the products again and again. Hence for this, the customers are satisfied with the businessmen also it becomes very necessary to keep good relations with their old customers. Hence to make good relations and to learn more profits through these relations the customer relations management is done by some of the management people in the organization. To keep track of these relations nowadays some services companies are engaged in providing the services to the market to keep good track of customer relations management.

The type of interaction and the process for effectively using them are organized into three categories:

- **Operational CRM:** The main objective is to make routine marketing operations such as sales calls services program customer support activity more efficient by keeping track of customer purchase history, service, and special requests a firm can do a better job and participant in the customer need deciding which new product are best suited to the customer operation and providing per active maintainer before a problem occur.
- **Analytical CRM:** The objective to effectively analyse all the available data about of customer involve margin data from internal company source such as building and payment history data generated by the customer such as average invert amount and record schedule and data from the third party such as government and credit survey. The analyses of such data help a firm assess a customer's current and potential profitability and satisfaction and loyalty.
- **Collaborative CRM:** The objective is to provide a mechanism for the customer to interact with the brochure or printed catalogue this is an effort regularly tap into what the customer thinking example include incoming call centre seller sponsor chat room where customer can communicate with anyone and regular satisfaction survey, encouraging customer input permit a firm identify before regular that disrupt the relationship
- The Level at which CRM is conducted depends on the organization. Good salespeople have always practiced some form of it. But often their effort was informal and as a result, missed important information. Today formal can approach combine sophisticated sot were that can link a firm with its customer, utilize the internet to move data quickly, and more fast data mining

technique that can look for pattern and meaning in a database that far exceeds what the human mind can accomplish.

1.2 OBJECTIVE:

The main objective of the project is to study how the customer relation management will play an important role in the increase the sale of the organization. Also, to study how good relations are maintained throughout the business world, this will be very useful to me in my future professional as well as personal life.

The study of the topic is completed in the impulse relocation which are running smoothly since the last 4 years in the market. The impulse is having their customers in India also outside the India hence there is lots of scope to study the topic.

The topic of **Increasing services By Maintaining Customer Relationship** is selected because it is very important topic in any kind of the business organization. This will play a key role to make any kind of business successful. Also, with this topic it becomes very easy to learn more about business strategies also the behaviours of the customer.

During this project work the important objective is to study the term customer relations management for smooth running of the organization also for increase in sales of the products is taken into consideration.

1.3 NEED OF THE STUDY:

Using this customer relation management strategy, a business can increase revenues by: Providing promotions, services and products that are exactly what your customers are looking for

1. Offering better customer service
2. Cross services products more effectively and quickly
3. Helping services staff close deals faster
4. Retaining existing customers and discovering new ones
5. Building a relationship with your customer

Customer relation management involves three overall parts: **people, process and technology** and sews these parts together in an unobtrusive and harmonious manner. Technology can help automate services and marketing flow, so that more menial tasks are done by the technology, freeing your people to better do their jobs. Customer relation management helps your people by enabling them to do their jobs even more effectively.

Customer relation management helps your company by automating many processes, which helps to retain knowledge in the company and enhance the customer experience. A customer who makes daily or weekly orders will be treated like a person, not a number. Any special promotions or marketing packages relating to their buying habits can be promoted to them in an unobtrusive manner.

1.4 SCOPE OF THE STUDY:

The scope of the study is to observe the importance of relations to make more profits for the organization. Also, to find out through which ways to maintain good relations with customers.

The impulse relocation is the big name in the services of the relocation in the market India. The company is maintaining good relations with its customers and also it will be able to generate good revenue from its customer references.

The services of the company are very durable also the good quality of services is maintained with the help of all the standard procedures.

The term customer relations management will play a very important role in the organization for the increasing the profit of the impulse relocation and maintaining the growth graph increasing.

1.5 RESEARCH METHODOLOGY:

Research Instrument:

The research methodology instruments used for the primary data collection are as follows,

- Questionnaire.
- Telephonic Interview method.

After understanding the objectives and requirements, the research instrument I.e., the questionnaire was used to collect data. Data was collected from the concerned person Retailers were interviewed so these were the primary sources of information based on which the analysis of data was done.

- Analytical tool:

For the analysis of data, the researcher has used tables and pie charts, etc, and some statistical tools.

- Sampling design:

The sampling design is probably for this sample survey of the TELANGANA region.

- Sampling unit:

Society member and working professional

- Sample size:

The sample size is about 100 people

- Sampling Technique:

The sampling technique used for this project is simple random sampling under probability sampling.

- Method of sampling: market survey
- Survey time: 10 am to 5 am
- Area of the survey: HYDERABAD
- Limitation of the study:
- Research problem
- The difficulty of collecting actual data

SOURCES AND METHOD OF DATA COLLECTION:

Source of primary data:

- Observations.
- Interview.
- Questionnaires.
- Diaries.
- Clients.

Source of secondary data:

- Books.
- Online database.
- White paper.
- Book.
- Newspaper.

1.6 LIMITATIONS:

The study is bound to come across some limitations and constraints which made the efficiency the same and to some extent deviate from its main line of thought. Though no stone was left unturned to make the study more precise, accurate, and relevant to the objectives, there are some limitations and general problems, which are not worthy to make the study meaningful.

- Time
- Respondent
- TIME

Due to time constraints, sampling was done and the final results could not be graded and are subjected to fluctuations. The result of the sampling could not be generalized to the whole population or universe.

- RESPONDENT
 - On part of the respondent
 - Lukewarm responses due to busy hours.
 - Some were not cooperative and it was hard enough to persuade.
 - Had to wait a long time to get a response.

REVIEW OF LITERATURE:

In this paragraph, sincere effort is given to highlight the concept and significance of CRM vis a vis the uses and application of CRM in the Banking sector. In the literature, the main difference among the definitions of CRM is the technological and relationship aspects of CRM. The phrase CRM appeared in the literature after the evolution of the relationship marketing philosophy.

Berry (1983) defined relationship marketing as attracting, maintaining, and enhancing the customers' relationships in a multi-service organization. After a few decades, the evolution in relationship marketing philosophy changed the word relationship marketing to CRM.

According to **Brown (2000)**, CRM is a process of acquiring new customers, retaining the existing customers, and at the same time understanding, anticipating, and managing the needs of an organization's current and potential customers.

Mylonakis (2009) described CRM as an innovative process to create long-term relationships and gain trust. CRM in the financial service industry is a cyclical process that starts with the definition of customer actions

Panda, (2003). CRM is fundamental to building a customer-centric organization. CRM is a key element that allows a bank to develop its customer base and sales capacity. The goal of CRM is to

manage all aspects of customer interactions in a manner that enables the organization to maximize profitability for every customer. **Panda (2003)** described customer expectations are difficult to manage but are often the cause of dissonance which results in the loss of existing customer base. So, understanding customer expectations about service delivery levels and product quality is essential for establishing a long-term symbolic value relationship. From the foregoing, it can be said that the purpose of CRM is to bring about Customer Focused Services, Information and Communication Technology, Complaints Management, High-Quality Service

Khandwalla, (1995); Eisingerich and Bell, (2006), Timeliness in Service Delivery, Friendliness of Employees

Reinatz and Kumar, (2003), Ease of Opening Account and Competitive Charges to enhance organizational performance as indicated by such variables as Customer Satisfaction

(Morgan and Hunt, 1994; Naidu et al., 1999), Customer Retention **(Dick and Basu, 1994; Morgan and Hunt, 1994; Reichheld, 1996)**, an increase in the number of customers **(Gronroos, 1990)**, and increased net profit **(Khandwalla, 1995; Page et al., 2006)**.

The organizational performance is enhanced because marketing efficiency is achieved due to the cooperative and collaborative processes

(Sheth and Sisodia, 1995) introduced by CRM which helps in reducing transaction costs and overall development costs for the company. These bring about two important processes of proactive customer business development and building partnering relationships with the most important customers

(Chaitanya, 2005) and eventually leads to superior mutual value creation between the organization and the customer. Further, a clear vision of CRM along with appropriate strategies if applied in banking sectors found out that beneficial in maintaining the customer service quality, customer satisfaction, and customer retention which ultimately leads to the growth of the organization and profitability

(Bansal and Sharma, 2008. Girdhar (2009) observed that by satisfying the internal customers and building a good relationship with them, the relationship with the external customers can also be retained and satisfied by the banks.

Kumar & Rajesh (2009) reveals that any bank that wishes to either grow in size of its banking operation or improve its profitability must consider the challenges affecting its customer relationship.

The following literature review section provides a discussion and argument for service quality and CRM practices. The challenge before the banks is not only to obtain updated information for each customer but also to use the information to determine the best time to offer the most relevant products

Lau et al., (2003). It is also important to understand that if customers bring in profits for the bank, it becomes imperative for the bank to provide excellent services to those customers, otherwise they switch to other banks (**Ray, 2007**).

Service quality in banking implies consistently anticipating and satisfying the needs and expectations of customers.

Parasuraman et al. (1985) also hold the view that high-quality service gives credibility to the field sales force and advertising, stimulates favourable word-of-mouth communications, enhances customers' perception of value, and boosts the morale and loyalty of employees and customers alike.

Puccinelli (1999) looks at the financial services industry as entering a new era where personal attention is decreasing because institutions are using technology to replace human contact in many application areas. Over the last few decades, technical evolution has highly affected the banking industry.

Sherif, (2002). In today's competitive banking industry, customers have to choose among various service providers by making a trade-off between relationships and economies, trust and products, or service and efficiency (**Sachdev et al., 2004**).

Roger Hallowell (1996) researched customer satisfaction, loyalty, and profitability and found that as compared to the public sector, private sector bank customers' level of satisfaction is comparatively higher. CRM is a key to creating a superior customer experience. It manages the customer relationship by creating a clear understanding (Know), developing services and products based on the added value for target groups (Target), then enabling the actual sale and delivery of services and products through the selected channels (Sell), and developing long term profitable relationships with customers after-sales services (Service) (**Hussain, et.al., 2009**).

Many researchers have been done in various industries, especially in the banking sector focusing on customer-oriented services (**Ndubisi et al., 2007; Rootman et al., 2008; and Dutta and Dutta, 2009**). **Lu and Shang (2007)** explored the CRM perceptions in freight forwarder services from managerial perspectives. They had come out with six dimensions of CRM namely customer

acquisition, customer response, customer knowledge, customer information system, customer value evaluation, and customer information process.

The following literature review section provides a discussion and argument for the selection of the variables for the empirical investigation of CRM.

Almossawi (2001) examined the bank selection criteria and observed that there are four selection criteria of banks in Bahrain namely technology, convenience, financial benefits, and employees or customer interactions.

Rootman et al. (2008) investigated the variables that influence the effectiveness of CRM strategies in banks viz. attitude, knowledgeableability, and two-way communication related to bank employees

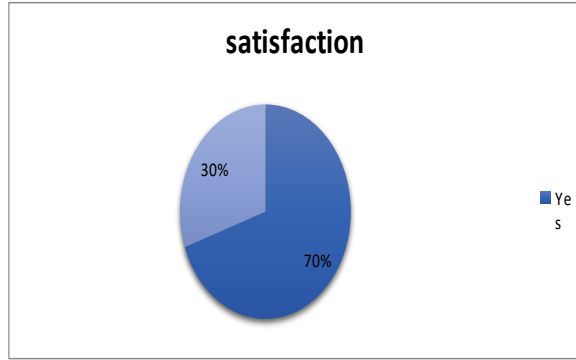
The literature on CRM suggests that banks should consider the customer relationship life cycle (**Dwyer et al., 1987**). In general, there are three core phases: customer acquisition, customer enhancement, and customer recovery. The acquisition phase describes the initiation of a customer-bank relationship. In CRM initiatives, customer representatives help customers get used to the products and services, thereby increasing customer familiarity. As the service industry has a high degree of integration and interaction in terms of contact contribution, empowerment is a helpful instrument for successful control of individual customer relationships (**Mudie and Cottam, 1993**). Service recovery is critical as it provides an opportunity to retain customers. If the customer has been lost but is still attractive, recovery offers could be made to the customer (e.g., cancellation in the initiation fee; taking care of formality caused by the switching) or value-added services could be offered. In the customer-centred paradigm, customer asset management (CAM), customer equity (CE), return on quality, and service profit chain is similar to CRM.

DATA ANALYSIS AND INTERPRETATION:

Q1. Are you satisfied with our services?

Response	Yes	No
Respondent in %	70	30
Respondent	70	30

Table 1



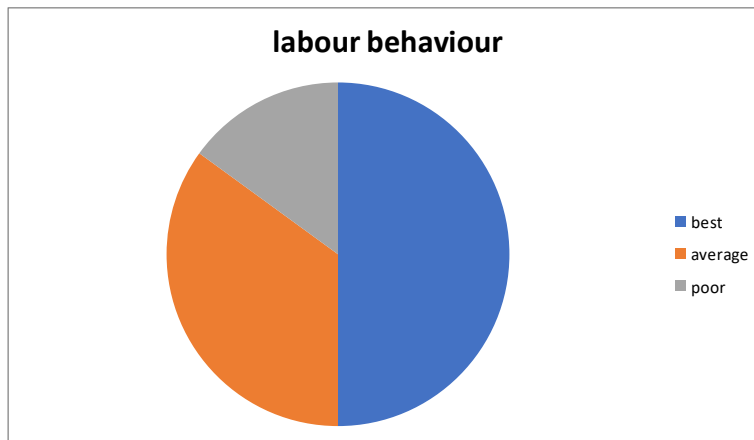
Graph 1

Interpretation: 70 % of customers are satisfied with the Impulse relocation and 30% of the customers are not satisfied with the services with the services of Impulse relocation.

Q2. what is opinion about our labour behaviour?

Response	Best	Average	Poor
Respondent in %	50	35	15
Respondent	50	35	15

Table 2



Graph 2

Interpretation:

According 50% of the customer behaviour of labour is best and 35% of customer behaviour of labour is average and 15% is poor behaviour.

Q3. Through which medium of advertising did you hear about the company?

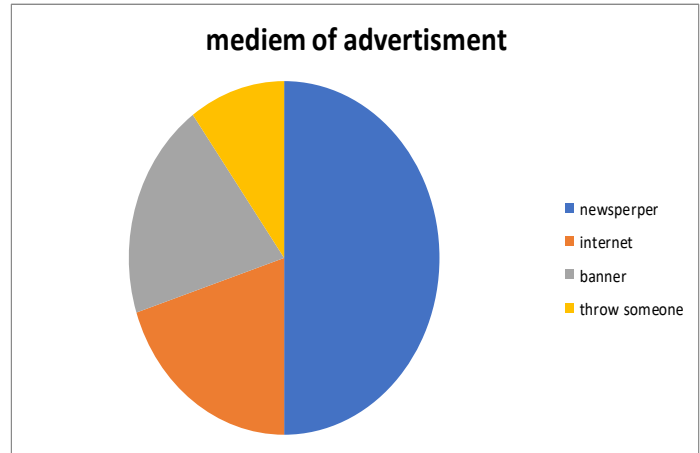
Response	Newspaper	internet	Banner	Through someone
Respondent in %	50	30	10	10
Respondent	50	30	10	10

Table 3

Graph 3

Interpretation:

50% of the customer know about Impulse Relocation through Newspaper ,30% of the customer know about Impulse Relocation through internet, 5% of the customer know about Impulse Relocation through Banners and 10% of the customer know about Impulse Relocation through someone.

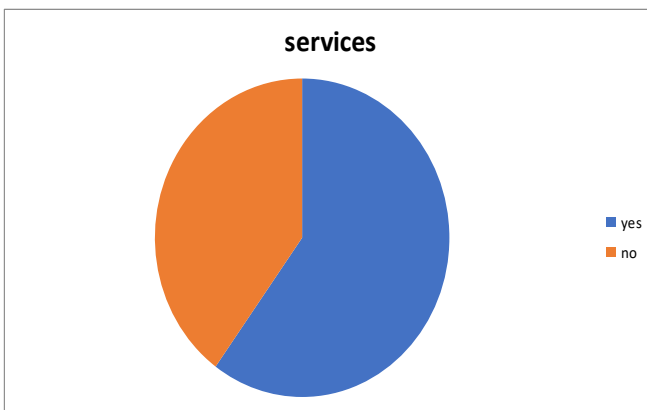


Q4. Do you want any other after services?

- A. yes
- B. no

No. of Respondent	Yes	No
Respondent in %	60%	40%

Table 4



Graph 4

Interpretation:

60% customer is wanting any other services and remaining 40% customer not want any other after services.

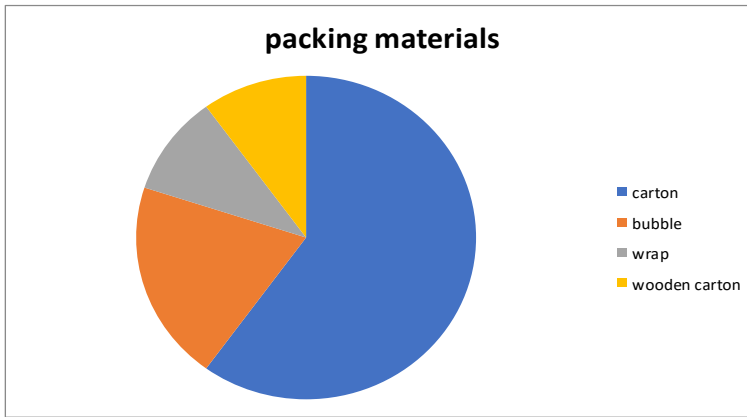
Q5. Which kind of packing material you want?

- A. Carton
- B. bubble
- C. wrap

D. wooden carton

Respondent	Carton	Bubble	Wrap	Wooden carton
% of respondent	60%	20 %	10%	10 %

Table 5



Graph 5

Interpretation

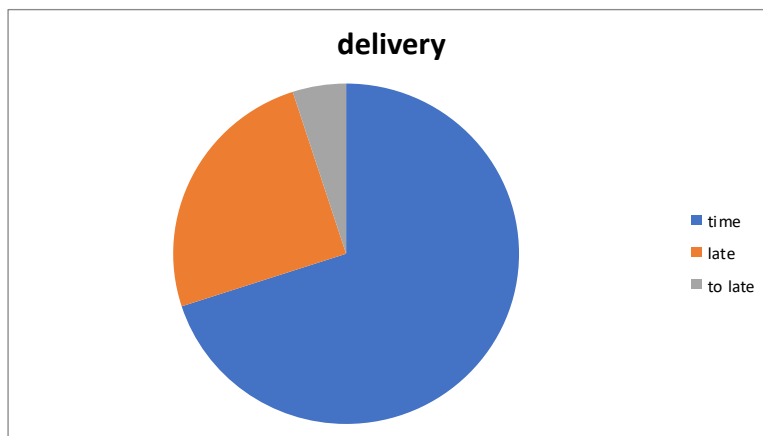
60% customer requirement carton for using packing material and 20% requirement create bubble and any other customer requirement also wrap 10% and remaining all 10% of customer requirement woodan

carton.

Q6. Is your goods delivery as per schedule?

Response	On time	Late	Too late
Respondent in %	70	25	5
Respondent	70	25	5

Table 6



Graph 6

Interpretation:

According to 70% of the customer the delivery of the product is on time and that of 25% delivery of the product is late and 5% delivery is too late.

Q7. Which of the following factors influences you to choose our service?

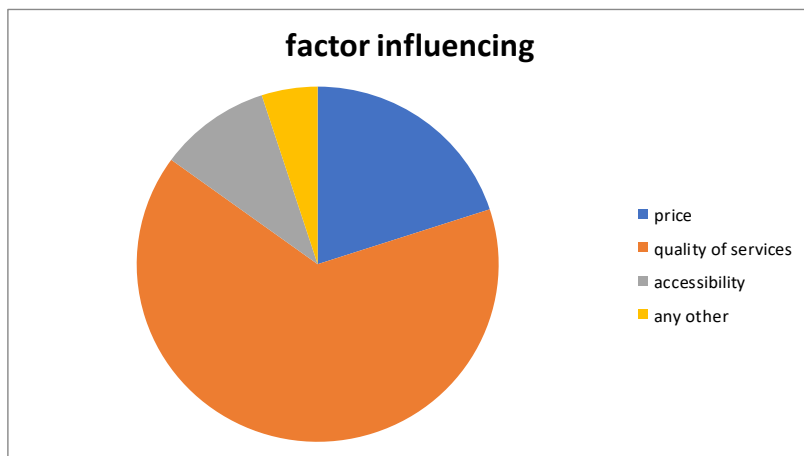
Response	Price	Quality of services	Accessibility	Any other
Respondent in %	20	65	10	5
Respondent	20	65	10	5

Table 7

Graph 7

Interpretation:

20% of the customers are using the services because of price, 65% of the customers are using the services because of good quality of services, 10% of the customer using the services accessibility because of

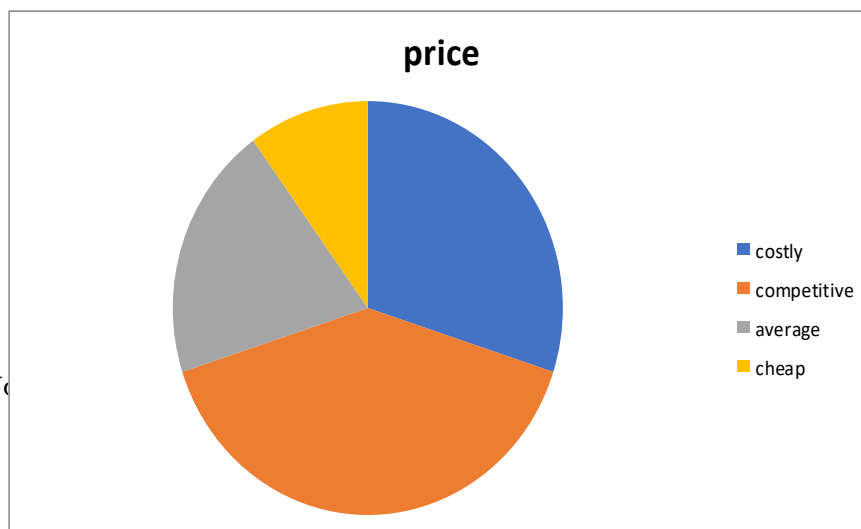


availability and 5% of the customers using the services because of any other reason.

Q8. What is your opinion about impulse relocation's price?

Response	Costly	Competitive	Average	Cheap
Respondent in %	30	40	20	10
Respondent	30	40	20	10

Table 8



Graph 8

Interpretation:

30% of the customer says that price of Impulse relocation is costly, 10% of

the customer says that price of Impulse relocation is cheap and most of the customer i.e. 20% of the customer says that price of Impulse relocation is average a 40% customer saying the price is competitive.

Q9. What option will you prefer as discount?

- a) Before time delivery
- b) Discount in next transaction
- c) Discount coupon to relative and friends
- d) Price discount if we take more time.

No. of respondent	Before time delivery	Discount in next transaction	Discount coupon to relative and friends	Price discount if we take more time.
% of respondent	30	35	20	15

Table 9

Graph 9



Interpretation

Impulse relocation creates discount policy before time delivery 30% and 35% given discount in next transaction and 20% create all of discount coupon to relative customer and remaining 15% price discount if the take more tll

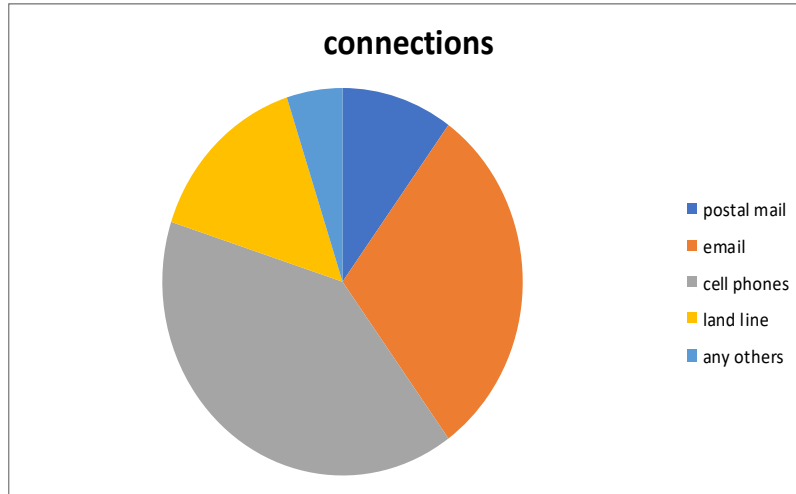
Q10. Which mode will you prefer to get connected

- a) postal mail
- b) Email
- C) cell phone
- d) land line

e) any others

Response	Postal mail	Email	Cell phone	Landline	Any others
% of responses	10	30	40	15	5

Table 10



Graph 10

Interpretation

Impulse relocation create connection with customer with 10% postal mail and other connection create 30% email and 40% cell phone and 15% landline and remaining 5% any other.

5.1 FINDINGS:

1. The researcher found out that most of the customers were satisfied with the work that were done by the Impulse Relocation. The work is done with utmost dedication and with great efficiency.
2. Some of the customers were dissatisfied because the deliveries of the goods were not on time due to some problems faced during the time of transportation. The researcher found that many customers wanted the email facility but was not provided with it.
3. All the goods that were transported are insured before they are dispatched. Loading and unloading facilities are also given to the customers according to their will. Packing of the material is done during the time of shifting and unpacking and arranging are also done during the time of delivery.

4. Tracking of the goods is also done where the customer can track the position of their goods. If any minor damages are there then the company pays for those damages. The company is not maintaining follow-ups after the work is done.
5. No matter what the problem is with the customer, they don't blame the customer for anything, instead, take full responsibility and try to solve the problem.

5.2 SUGGESTIONS:

1. The company should take serious care about its service.
2. The company should focus more on the information which is given by the company sells people to the customer.
3. The company should emphasize the quality of the service so that no single customer can say the quality is average.
4. The door-to-door service should be done within the given period or rather it should be early but not late.
5. The company should see that no goods are damaged during the time of transportation.
6. The company should keep a follow-up so that after the work is done we can keep in contact with the customer for feedback.
7. The working bodies of the company should talk politely although if there is no mistake of the organization. The company should not blame the customer by any means.
8. As soon as the company gets the feedback form, the company should instantly report to the customer and try to solve the query or if any mistake is there by the organization, they should try not to repeat the same in the future.

5.3 CONCLUSION

1. After doing the study I found out that most of the customer was satisfied from the work that was done by the Impulse Relocation.
2. Their work efficiency was fine and they are a less time taker.

3. The delivery service was fast and the customer was satisfied as with the company's official reports on the time when they were called by them.
4. Many customers wanted the quotation of the goods via e-mail service but were not given with the email facility as the working members had no idea of giving the quotation via mail.
5. Due to this many customers were lost as they were not given their desired service of mailing.

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