

## **A Study on Customer Relationship Management at Big Bazaar**

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### **ABSTRACT**

Nowadays, people view clients as a commodity to be traded. Customer relationship management (CRM) has greatly advanced and gained popularity in India with the development of the marketing era. CRM has become essential for surviving the intense global competition. A strategy for managing and fostering a company's contacts with customers and sales prospects is customer relationship management. When an implementation is successful, people, processes, and technology collaborate to build and improve relationships, boost profitability, and cut expenses associated with running the business. The best instrument for keeping up excellent interactions with clients is customer relationship management. It is excellent at bringing in new clients for the business. A company project called customer relationship management focuses on developing and maintaining relationships with customers. The current study investigates the application of customer relationship management and consumer perceptions of large bazaars. According to the report, the majority of customers learn about the Big Bazaar through advertisements. Because of the tempting discounts, the majority of clients choose Big Bazaar for their shopping.

### **1.2 SCOPE OF THE STUDY:**

The scope is limited to examining "Customer relationship management in respect to BIG BAZAR SERVICES" and identifying potential countermeasures to their competition.

The goal of the project is to get feedback from responders on the issues raised earlier.

Because the respondents are BIG BAZAR subscribers in one form or another, it is limited to the twin cities of Hyderabad and is confined to the urban areas.

### **1.3 NEED FOR THE STUDY:**

BIGBAZAR operates in a competitive climate with customer relationship management, and they use effective sale promotions to attract BIG BAZAR customers. However, certain businesses must assess the purpose, utility, and effectiveness of customer happiness. They haven't assessed this customer relationship management. As a result, this research was

conducted to evaluate the organization's customer relationship management.

#### **1.4 OBJECTIVES OF THE STUDY:**

The over all goal is to investigate how people think about " customer relationship management with reference to big bazar."

To determine the factors that influence a big bazar service's decision.

To discover and research the issues that big bazar services customer experience. To determine the level of satisfaction of current big bazar services customers.

To determine the importance of brand image in big bazar services purchased decisions. To make recommendations and conclusions.

The big bazar research approach is used to investigate the objectives in depth.

#### **LIMITATIONS OF THE STUDY:**

- Due to the short amount of time allotted for the project's completion.
- \*Only Hyderabad and Secunderabad were included in the survey.
- There may be a few points of view that have been overlooked.
- The accuracy of the analysis and the conclusions drawn are totally dependent on the employees' information being reliable.
- While every effort was made to cover all the employees' departments, the study may not fully reflect all of the employees' opinions.
- New and better things may arise in the near future in the fast moving/ changing employee behavior, which cannot be safeguarded in this report.

The customer was enquired about the level of satisfaction with regard to the BIG BAZAR.

<b>SNO</b>	<b>SATISFACTION</b>	<b>RESPONDENTS</b>	<b>%</b>
1	EXCELLENT	30	65
2	GOOD	10	20
3	AVERAGE	50	10
4	POOR	10	5

Table-2

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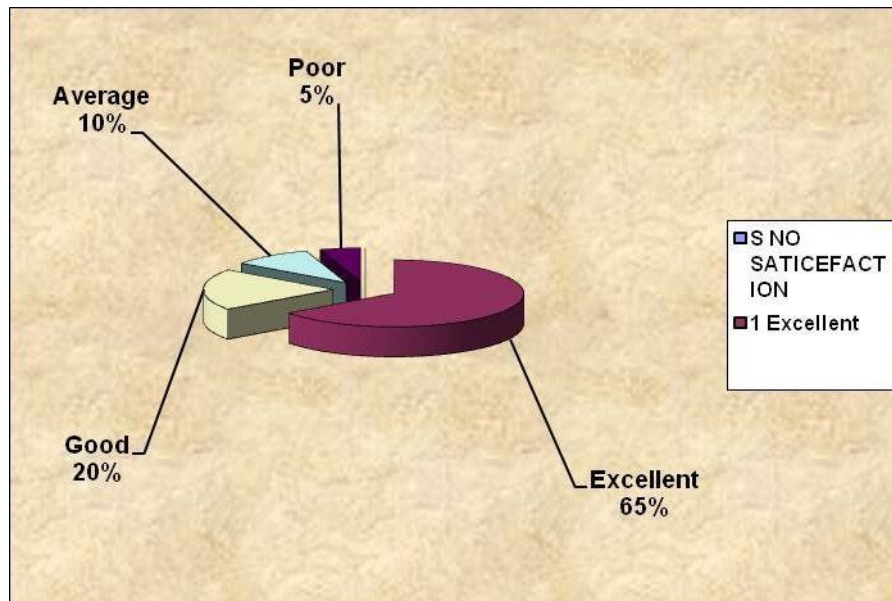


Chart-2

**Interpretation:**

Out of the responses obtained from 100 customers 65% said that they are EXCELLENT satisfied and 20% were GOOD and 10% were AVERAGE and 5% were vehicle is poor. This data is obtained by most of members were satisfied by BIG BAZAR services.

**5.1 RECOMMENDATIONS:**

- The company should maintain their market position and try to increase their customers.
- Enough spare parts for the latest models should be stocked, so as to meet sudden break down calls.
- To enable the customers to get in touch with the service personal more easily, the number of direct phones should be increase or provide the toll-free number.

Periodically, review meetings with the customers in different areas should be convinced, to have a consensus regarding problems being faced by them

**5.2 FINDINGS:**

1. Most of the respondents were aware by the friends and relatives (48%).  
Advertisements (28%) also helped in providing information to the respondents.
2. 82% of the respondents were aware of BIG BAZAR brand.
3. In advertisement media newspapers (56%) were much affective and motor (38%) was also a major advertising media.
4. Many factors like family members advertising were responsible for influencing the

customers to buy BIG BAZAR.

6% of the customers were very much satisfied with BIG BAZAR. Whereas 58% was satisfied with BIG BAZAR BANKING

### **5.3 SUGGESTIONS:**

1. The most important media for consumer durables is. So, they should go for television advertisements rather going for newspaper, the television advertisements influences more on the people. They should spend some expenditure for T.V. advertisements.
2. Being the price of the BIG BAZAR is high they should try to reduce prices because there are many other TV's which can be purchased at lower cost, and then these people are selling. If not, the sales may decrease.
3. More features should be added to the television according to the needs of the customer, because their competitors are coming with new models. According to the competitors changing models also these people should change the models also these people should change the models or change the technology.

### **WEBSITES:**

- [www.Bigbazar.com](http://www.Bigbazar.com)  
[www.retailhelp.com](http://www.retailhelp.com)