



International Journal of Intellectual Advancements and Research in Engineering Computations

A study on customer relationship management of V four system (sharp) with special reference to Tirupur District

Mrs. K.Nathiya MBA., M.Phil.,¹ P.Sathish²

¹Assistant Professor, Department of Management Studies, Nandha Engineering College (Autonomous)

²II- MBA, Nandha Engineering College (Autonomous)

ABSTRACT

Customer relationship management (CRM) can enhance performance of the organization through effective application of customer knowledge and maintenance of relationships with valued customers. Literature on CRM in an integrative fashion is sparse, rather issues are presented in isolation mostly focusing on technology ignoring other extra-organizational issues like social rapport and customer knowledge.

INTRODUCTION

Customer Relationship Management is usually defined as a firm's efforts to connect with consumers purchasing their products or using their services. These efforts are focused at the acquisition of new consumers, as well as towards the retention of existing customers. For this reason, executives strive to build a reliable system that allows the company and customers to easily interact easily with each other. The art of managing the organization's relationship with the customers and prospective clients refer to customer relationship management. [1]

STATEMENT OF THE PROBLEM

Customers' access to lots of information about products and their distributions for choosing one products in the competitive atmosphere causes lack of customers' loyalty toward producers of them. Therefore, having effective relationship with customers and saving them, is the most effective concept in being permanent and profitable companies. Since the importance of using customers relationship management in public sector which is the main competitive instrument

and get permanent advance in competitions in most of countries.

OBJECTIVES OF THE STUDY

- To identify the demographic profile of the respondent
- To identify the problem faced by customer of the company.

SCOPE OF THE STUDY

- The study was undertaken mainly to understand the customer relationship management existing in the organization.
- The customer need and wants to satisfy on this study
- To know about the problem faced by service provide at the place
- This study will be helpful in suggesting suitable measures for customer relationship toward customer.

LIMITATION OF THE STUDY

- Time constraints is unavoidable limitation of this study

Author for correspondence:

Department of Management Studies, Nandha Engineering College, Perundurai – 638052

- Inadequate disclosure of information is also the problem
- Each customer is every place.

LITERATURE REVIEW

- CRM is the combination of marketing efforts, business processes and technology which will let the firms to know and distinguish their customers from numerous perspectives (Chang 2010). In addition, a number of studies define CRM more holistically and they attempt to describe CRM through its association with technology, and also as a business strategy (Bose 2002, King and Burgess 2008).
- Nowadays, organizations are implementing CRM applications more and more because CRM will help them to attain a range of business benefits (Ballou 2007, Richards and Jones 2008, Asadi, Zakaria et al. 2013)
- Moreover, implementing CRM will consider as a set of information processes and technology tools for enterprises that facilitate the firm to raise its CRM (Boulding, Staelin et al. 2005, Rogers 2005, Reimann, Schilke et al. 2010, Victor and Eugen 2011). Find out, attract, and find new clients and customers are the critical aim of the CRM. Pay attention and be responsible to those customers who are loyal, attract previous customers for come to the company again, and reduce the cost and money of promotion; marketing and customer service are also goals of the CRM (Ngai, Xiu et al. 2009, Nguyen and Mutum 2012).

RESEARCH METHODOLOGY

Research design

A Master plan that specifies the method and procedures for collecting and analysing needed information.

Descriptive research

Descriptive research design is used for the study, it is a fact finding investigation with adequate interpretation.

Sample design

Sampling is the process of selecting a sufficient number of elements from the population. A Sample Design is a definite plan for obtaining a sample from the sampling frame. It refers to the technique or the procedure the researcher would adopt in selecting some sampling units from which inferences about the population is drawn.

Non – probability sampling

Non-Probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected.

Convenience sampling

Convenience sampling (also known as Availability Sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study

Size of the sample

The Sample size is **100**.

DATA COLLECTION METHOD

Primary data

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by researcher. In this research primary data are collected directly from the Respondent by using Questionnaire.

Secondary data

These are data which are already collected and used by someone preciously. In this research review of Literature, Details of the industry are collected from the Internet.

STATISTICAL TOOLS USED

To analyse and interpret collected data the following simple percentage and ranking were used.

Simple percentage analysis

To analyse and interpret collected data the following simple percentage and ranking were used.

Formula

Percentage analysis = (No. of respondents/ Total no. of respondents) x100

Hentry garrett ranking

Garrett's ranking technique to find out the most significant factor which influences the respondents; Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes

of such ranking have been converted into score value with the help of the following formula:

Percent Position = $100 (R_{ij} - 0.5) / N_j$

Where R_{ij} = Rank given for the i^{th} variable by j^{th} respondents

N_j = Number of variable ranked by j^{th} respondents.

DATA ANALYSIS

The Respondents participated in the research are from diversified background with gender, age group, marital status and educational qualification, height, weight.

Table no 1: Demographic profile of the respondents

Details of the respondents		No of respondents	Percentage
Gender	Male	86	86
	Female	14	14
	Total	100	100
Age	Below 25	6	6
	25-35 yrs	68	68
	35-45 yrs	17	17
	Above 45 yrs	9	9
	Total	100	100
Educational qualification	School	3	3
	UG	84	84
	PG	13	13
Profession	Total	100	100
	Working	93	93
	Business	7	7
Marital status	Total	100	100
	Married	65	65
	unmarried	35	35
	Total	100	100

SOURCE: Primary data

Interpretation

The participant in the survey are 86% of the respondents are male and 14% of the respondents are female, 6% of the respondents are belongs to the age group of below 25 years, 68 % of the respondents are 25 to 35 years of age, 17% of the respondents are 35 to 45 years of age, 9% of the

respondents are above 45 years of age, 3% of the respondents educational qualifications is School, 84% of the respondents are UG, 13% of the respondents are PG and 93% of respondent working, 7% of respondent business and 65% of the respondents are married and remaining 35% of the respondents are unmarried.

Table no 2: Problems faced by the customers

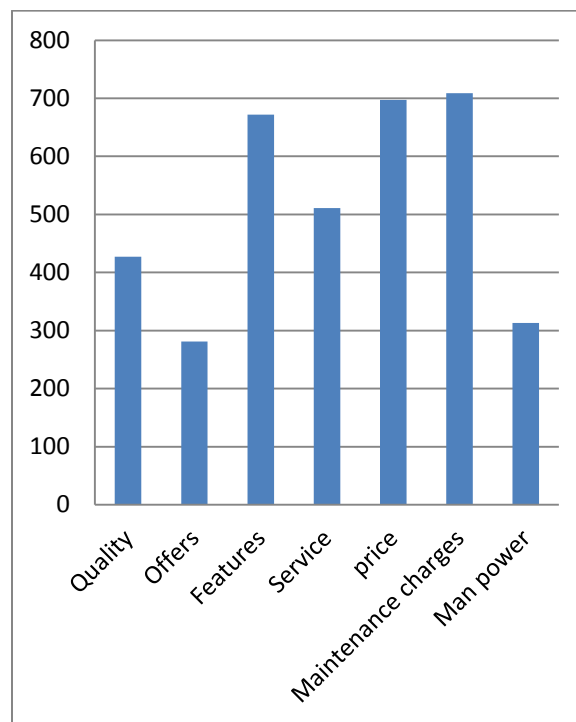
S. No	PROBLEMS	TOTAL SCORE	RANKS
1	Quality	427	5
2	Offers	281	7
3	Features	672	3
4	Service	511	4
5	price	697	2
6	Maintenance charges	709	1
7	Man power	313	6

SOURCE: Primary data

Interpretations

From the above table, maintenance charges is ranked as no 1 with the total score of 709, price is ranked as no 2 with the total score of 697, service is ranked as no 3 with the total score of 672,

features is ranked as no 4 with the total score of 511, Quality is ranked as no 5 with the total score of 427, man power is ranked as no 6 with the total score of 313, offers is ranked as no 7 with the total score of 281.



FINDINGS

- Maintenance charges are ranked as no 1 with the total score of 709.
- Price is ranked as no 2 with the total score of 697.
- features is ranked as no 3 with the total score of 672

SUGGESTIONS

- The company can concentrate on reducing maintenance charges on a customer priority basis.
- The company can reduce the price by adopting cost effective production technologies.
- The company can concentrate on providing additional features to satisfy the increasing demand of customers.

REFERENCE

- [1]. Russell S, Norving P, intelligence A Artificial Intelligence, A modern approach. Prentice-Hall, Englewood cliffs, 1995, 25-27

CONCLUSION

Customer relationship management is based on customer because survive was made in the global market and focused on the customer and the customer is becoming a key factor for the small and big companies. The companies know that its cost is more to acquire a new customers than to get an existing customer for a making a purchase. Another aspect of survival of CRM is that knowing the customer better and also his/her preferences will allow the companies to acquire new customers more easily and facilitates targets cross-selling.