CUSTOMER RELATIONSHIP MANAGEMENT AND ITS IMPACT ON CUSTOMER SATISFACTION AND LOYALTY

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ABSTRACT :

This study investigates the practices of customer relationship management and its impact on customer satisfaction and loyalty in Tube Products of India. The company profit is entirely depends on sales for that they have to maintain a good relationship with their customer. Nowadays they are facing many issues regarding customer satisfaction, customer churn, on time delivery and challenge in maintaining inventory level. To overcome this first they have to satisfy the customer needs and wants. Through personalized communication with the customer through different channels, they can address their different queries and concern. Customer will felt they are valued and understood. This will create loyalty and satisfaction among customers. Secondly, they can enhance customer retention and reduce customer churn through research and development. Through R&D they can update their company's product and service which lead to competitive advantage in the market. In TPI they are supplying their products in batch-wise order this will lead to delay in on time delivery. Additionally, this study understood the CRM system in Tube products of India which create a massive changes in maintaining the stock level in the company. Maintaining proper inventory level will lead to reduce the over-stock and stock-out situation in the company. It also helps in maintaining the flow of demand and supply chain. This will reduce the warehouse cost and scrap value.

Keywords: Customer relationship management, Customer Churn, On time delivery,Inventory control, Customer satisfaction.

INTRODUCTION :

customer relationship management (CRM) focuses primarily on customers. The main goal is to retain customers to gradually increase customer value. A company's profits and business processes both increase when it has stronger customer relationships. CRM is more effective way to connect with customer and improve the organization performance by focusing on building relationship with customer. Every effort is combined to preserve, improve and expand business-customer relationships. Business areas that are frequently impacted favorably include marketing, sales and customer service tactics. On all company spectrums, Customer Relationship Management (CRM) contributes to time efficiency and cost savings. Businesses are better able to identify their areas of strength and weakness and how to strengthen them when CRM systems are implemented and used appropriately. Customer benefit from their preferred firms superior goods and services as a result. It is crucial to take into account every aspect of CRM in order to have greater understanding of it. A business approach that encompasses your whole company, from front to back, is customer relationship management.

REVIEW OF LITERATURE :

Renuga V and Durga D (2024) Customer relationship management is one of the biggest issues facing the banking industry, according to their report on "Customer Relationship Management in Banking Sector," because the When compared to commercial banks, the public sector's satisfaction levels are not as high. Therefore, the banking industry uses CRM today to get customer databases, customer satisfaction levels, customer loyalty, long-term service, and client retention. It also uses CRM to identify lucrative customers for the bank as well as non-performing assets and non-profitable customers. According to the writers, CRM is a great way for the banking industry to maintain a steady client base and helps banks. Both public and private sector banks have consistently used the CRM approach with customers, which is beneficial to banks.

Kumar, S. D, et.al. (2024) Technological innovation has fundamentally altered business marketing techniques and had a big impact on consumer behaviour. This study looks into the relationship between technical innovation in marketing and how it affects customer behaviour in order to provide insightful information for marketers and business researchers. A qualitative literature review from 2001 to 2023 with an emphasis on a thorough comprehension of the subject of technology innovation in marketing is the methodology employed. Finding, assessing, and compiling relevant scientific material published in a range of journals, conference proceedings, and other accessible scholarly sources is the main objective of this approach. The results of the study have highlighted how much technology is influencing changing consumer behaviour and the marketing environment.

Dumbre G.M. and Kaldante K.H (2024) A Study on Customer Relationship Management in Banking Sector in Pune District" is the title of their study. recommended that the Banks use appropriate marketing techniques instead than relying on the trading abilities. Therefore, in order to maintain the

Banks' development, their competitiveness in the market, and the excitement of their staff, clients, and other stakeholders, new services should be launched on a regular basis. To increase client loyalty and retention is the ultimate goal of CRM strategies. This study demonstrates that even with delighted consumers and skilled, informed staff, a business cannot win over repeat business.

Koni'ah et al (2023) This study investigate the customer loyalty is impacted by customer satisfaction and customer relationship marketing (CRM), which makes customer more likely to refer friends and family to the company's dealers for products or services. As a result, customers won't go to another business client satisfaction and CRM characteristics both significantly impact client loyalty at the same time.

Meera, S., et.al. (2023) The many purposes of the frameworks and items associated with the Internet of Things (IoT) are changing business in various enterprises. Patients and suppliers both stand to profit from IoT, cutting out a more significant presence in medical services. Information directors use Advanced Encryption Standards (AES) to generate unique encryption keys that they provide to their clients, either online or offline, to ensure secure communication. These encryption keys are used to encrypt and decrypt the information exchanged between the two parties, providing a high level of security. The entire process is supported by cloud technology.

Bahia et al (2023) This study examine that according to a particular customer's experience, customer satisfaction is defined as a factor that decides whether a post-purchase attitude represent a good or negative consequence. This is the public's desire being fulfilled. The appropriateness of the satisfaction the willingness to recommend and the intention to repurchase are the three components of customer satisfaction. Repurchase intent shows the likelihood that a customer will make a buy in the future, whereas behavior shows the degree of activity that is observable.

Kumar, S. D, et.al. (2022) in their review attempts to enquire about the force of thin game plans in Tamil films. The previous overviews are more engaged towards Hollywood movies, and most of the Indian assessments are concentrated towards Hindi films. Thus, there exists a basic opening for this stream investigation to find the reasonability of thing position and thing progression in the movies. The audit deals on Tamil movies, celebrity support, purchaser mind-set, corporate trustworthiness, and brand picture and purchase assumption are pondered to cultivate the hypotheses. The audit was driven using a coordinated survey which was conducted among 3500 film evaders in Tamil Nadu.

Kumar, S. D., et.al., (2022) in their examination dissected the middle objective of the survey is to separate electronic amusement's effect for connecting with youth in their employment possible entryways and improvement in the Indian Region of Tamil Nadu. The continuous survey utilized a non-erratic inspecting strategy and with 560 respondents as test size. Youth who are thinking about or got capable capacities are the respondents. The survey has recognized the presence of an association among youth and virtual diversion for occupation potential open doors in the locales like information for enrolments and undertakings.

NEED FOR THE STUDY :

The study is based on the implementation of CRM and its impact on customer satisfaction and loyalty in TPI. CRM system help Tube products of India to engage with the customer more efficiently, by providing customization based on specific customer requirement and addressing their queries. The CRM system store customer data and manage customer preference. The manufacturer have to understand the needs and preference of the customer based on that they have to tailor their product or service, this will enhance customer satisfaction and loyalty. Through this system they can satisfy the customer requirement through on time delivery. The manufacturer handle Inventory management tool help in overstock and stock-out situation. Manufacturers may discover market trends, target particular consumer categories, and improve their sales and marketing strategies by analyzing customer data. CRM systems aid in lead creation, tracking sales prospects, and efficiently managing campaigns.

OBJECTIVES OF THE STUDY :

- To analyze the practices of customer relationship management and its impact oncustomer satisfaction and loyalty.
- To improve customer retention and reduce customer churn rate to maximize sale and profit.
- To optimize lead generation and conversion rate to expand the market.
- To provide on time delivery to the customers.

RESEARCH METHODOLOGY :

Scientists and researchers use descriptive study designs to collect information about a specific population or topic. This type of research provides a comprehensive and exact picture of the characteristics and behaviours of a certain group or issue. Using descriptive research, you may uncover patterns in a group's features and determine all you need to know except why something happened. It collects qualitative and quantitative data to provide exact predictions about a specific problem or hypothesis.

TOOLS USED FOR DATA ANALYSIS:

- Percentage analysis
- Statistical analysis

PERCENTAGE ANALYSIS:

W... ...is is performed. A descriptive relationship serves as the gs everything down to a single base, it makes meaning ...lents.

$$PERCENTAGE = \frac{NUMBER\ OF\ RESPONDENTS}{TOTAL\ NUMBER\ OF\ SAMPLES} \times 100$$

STATISTICAL ANALYSIS :

CHI-SQUARE TEST

TABLE 2.2.1 SHOWING THE RELATIONSHIP BETWEEN SATISFACTION LEVEL OF AND CHALLENGES IN IMPLEMENTING THE CRM PRACTICES.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	92.015[a]	9	.000
Likelihood Ratio	42.439	9	.000
Linear-by-Linear Association	19.320	1	.000
N of Valid Cases	104		

ONE WAY ANOVA

TABLE 2.2.2 SHOWING THAT STRATEGIES TO ENHANCE CUSTOMER RETENTION AND LOYALTY TO REDUCE CUSTOMER CHURN RATE.

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	12.140	3	2.513	2.772	0.036
Within Groups	88.822	101	0.919		
Total	100.962	104			

REGRESSION

TABLE 2.2.3 SHOWING THAT RELATIONSHIP BETWEEN ON-TIME DELIVERYAND CURRENT CRM PRACTICES IN THE COMPANY

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.381[a]	.145	.120	.970

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.990	4	5.330	5.670	.001[a]
	Residual	94.000	100	.940		
	Total	109.990	104			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.367	.350		3.903	.000
	On time delivery	.115	.108	.098	1.060	.292
	Customer churn	-.027	.109	-.026	-.249	.804
	Competitive edge	.391	.108	.373	3.623	.000

CORRELATION

TABLE SHOWING THAT RELATIONSHIP BETWEEN PERSONALIZEDCOMMUNICATION AND SECURITY
Correlations

		Personalised communication	security
Personalised communication	Pearson Correlation	1	-0.225
	Sig. (2-tailed)		0.024
	N	104	104
Security	Pearson Correlation	-0.225	1
	Sig. (2-tailed)	0.024	
	N	104	104

CONCLUSION :

The study on customer relationship management and its impact on customer satisfaction and loyalty provide an insight that customer relationship management plays an important role for the company's performance and growth. The customer satisfaction and loyalty is purely based on personalized communication and incentives program. The company can address the concern and queries of the customer and also provide discounts and offers to the high end customers to enhance the supply capacity. The study suggests that they can enhance customer retention and reduce churn rate through product up-gradation, interaction with customer through different channels and improve product quality to meet the competitive advantage in the market. The customer relationship management plays a major role in customer satisfaction and loyalty

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