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A Study on Improving Customer Relationship Management in Shipping Service

Nandhini T

2nd MBA, Department of Management Studies, Periyar University, Salem-636011, Tamil Nadu, India,

Email: nandhinitamilarasan2002@gmail.com

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ABSTRACT

This study explores strategies to improve Customer Relationship Management (CRM) in the shipping service industry. It examines current CRM practices, identifies key challenges, and proposes actionable solutions to enhance customer satisfaction, loyalty, and operational efficiency. The research utilizes both qualitative and quantitative data from shipping companies and customers to formulate comprehensive CRM enhancement strategies.

Keywords – Export, Customer Relationship Management, Logistics, Containers.

INTRODUCTION

Exports:

Exports refer to the shipment of goods or services from one country to another. It is a major component of international trade, where a country sells its products or services to buyers in foreign markets.

- Goods: This includes a wide range of products, from raw materials and agricultural produce to manufactured goods such as electronics, automobiles and clothing.
- Services: Services that can be exported include tourism, financial services, consulting, software development and more.
- International trade: Exports play a vital role in international trade, helping countries access global markets, increase their economic growth and generate foreign exchange.

Exports of manufactured goods: With economic downturns, tariffs and trade affecting supply chains, much discussion has been focused on imports of goods and services. However, U.S. exporters must recognize the risks that can occur when attempting to seize trade potential in foreign customers and clients. From leaving the port to entering a new market, manufactured goods businesses face logistical and intangible challenges at every step. Below are common challenges faced by companies that choose to export their products and their respective solutions.

Logistics:

Industry research found that more than 60% of US and European companies lost up to 20% in revenue due to logistics-related disruptions in 2020. Granted, the effects of COVID made it an unprecedented year, but it still highlights how important an optimized logistics strategy is for any business – especially SMBs and start-ups with low profit margins. Moreover, the efficiency of your logistics operation is closely linked to your customers' experience with your business. Take inventory management, for example: did you know that 37% of online consumers who encounter an out-of-stock message will buy from another brand? The transportation of goods, packaging, delivery...are all also aspects of logistics that, if you don't do it right, will affect your customers somewhere. It's time to take your logistics seriously!

Logistics strategy:

First, you need to determine your goals in order to find the best paths to reach them. They can be:

- Reducing costs
- Generating more revenue
- Reducing overstocking
- Improving customer delivery times

...or possibly a combination of all! For SMBs and startups where profit margins are already very thin, reducing costs is often a priority.

It's perhaps not surprising that artificial intelligence (AI) will play a big role in optimizing your logistics. According to a study by McKinsey³, AI has helped businesses improve logistics costs by 15%, inventory levels by 35%, and service levels by 65%. Let's look at how automated technology can be implemented in some of your key logistics features.

Inventory Management:

In a survey by Wakefield Research, 73% of retailers said they struggle with inventory demand forecasting, while 65% said they have difficulty tracking inventory through their supply chain.

Automating your inventory management is key to meeting your lead time and fulfilment KPIs. By integrating inventory management software, you can:

- Track every item coming in or leaving your warehouse in real-time
- Monitor your inventory turnover rate to identify where customer demand is not being met or where you are overstocking
- Use sales data from multiple channels for more accurate demand forecasting
- Automate procurement management so that re-orders are automatically triggered when products are running low
- Better organize your warehouse according to stock availability
- Track rates of different suppliers to find the best deals

Importance of Safety in Logistics Operations:

Safety in logistics is more than just meeting regulations. It is also about protecting lives and smooth supply chain operations. Think of a time when your online order didn't arrive on time, or worse, was damaged. Apart from inconvenience, poor logistics safety can result in accidents such as manual handling, forklift accidents, or hazardous material spills, which can have serious consequences. Disruptions caused by accidents can slow down operations, leading to delivery delays, financial losses, and damage to a company's reputation. As such, prioritizing safety in logistics is critical to prevent such incidents and increase operational efficiency.

CONTAINER:

1. The most commonly used plastic pens are 20 ft, 40 ft and 10 ft sizes and come in various dimensions standardized by ISO. They are used for the play station of material. They are completely sealed and weather resistant.
2. Flat tops: With sinks, these pens are like warehouses. Various files can be moved to form a flat rack. They are ideal for large quantities of laboratory, construction materials, vehicles on tracks, etc.
3. Open tops with a convertible top allow the contents of the pens to be quickly shipped with any kind of removable top. Open-tops are perfect for goods that cannot be carried through doors, such as long cargo or heavy products, including those that can be taken by cranes or rolling bridges. Their nabs, princesses and corner supports are mounted on lashing rings to keep the cargo securely in place. They come in 20' and 40' sizes.
4. Tunnel Unload: Bachelor units are provided with doors on both ends of the collection, which helps in loading and unloading the material quickly.
5. Open Side Storage List: These storage units have doors that can be converted into open storage units, providing a lot of space for loading the material, making the loading and unloading process quite easy. Open-sides come in 20' and 40' shapes, and they give suitable space for large cargo that might not fit through a regular door.
6. Double Door Draw: As the name suggests, double door draws have doors on both ends. It is useful for loading and selling goods like steel or iron. Both doors have weather resistant seals and locking mechanisms that protect the cargo naturally. They come in standard size sizes of 20 feet and 40 feet.
7. Refrigerators ISO rated: These rating-controlled pipelines are ISO rated. These are used especially for transporting perishable items like meat, fruits and grains over long distances. They are usually made of welded steel called 'Cor-Ten' steel.
8. Insulated or plastic containers: These insulated containers have temperature control in the insulating container to maintain a high temperature ratio. The insulated containers are made like thermos bottles. The materials are selected in such a way that they can withstand long-term exposure to high temperatures without being damaged. They are best suited for long-distance transport of liquids like chemicals, biological materials, chemicals, food, etc.

Literature Works from Previous Studies

In order to find research gaps and gain insights about the sample size, techniques to be adopted, a thorough study of previous literature reviews is necessary. Here are some summaries of the reviews that have been collected for the research purpose.

George - Cosmin Partene¹, Dragos Simion, Florin Nicolae, Alexandra Cotorcea, Anca Alexandra Purcaria and Octavian Narcis Volintiru, Importance, Development and Statistics of the Maritime Industry, was published in Scientific Bulletin of the Naval Academy, Volume XXVI,

Issue No. 1, 2023, on pages 133-143. The purpose of this paper is to highlight the importance of the maritime industry and its contribution to the global economy. It addresses challenges such as climate change, economic and social transformation, and the advent of Industry 4.0 technologies, including autonomous ships.

A Review of the Effects of Logistics Practices and Information Sharing on Supply Chain Performance, International Journal of Marketing Research Innovation, Volume 4, Issue 1, on pages 1-10. The aim of the study is to examine how logistics practices and information sharing affect supply chain performance. It focuses on variables such as road network, transportation cost, facility location, waiting time, inventory management and modes of transportation.

S. Vasantha¹ and S. Meena², Challenges Faced by Freight Forwarders in their Operations in Chennai City, Tamil Nadu, Volume 8, Issue 1, on pages 6-8. The aim of the study is to identify and analyze the challenges faced by freight forwarders in their operations in Chennai City, Tamil Nadu. It focuses on the factors that hinder their efficiency and effectiveness in logistics operations.

A Study on Performance Evaluation of Imports and Exports on Economic Growth in India, International Journal of Analytical and Experimental Modal Analysis, M. Nirmala and M. Vadivel was published in International Journal of Analytical and Experimental Modal Analysis, Volume 11, Issue 8, on pages 1025-1032. The aim of the study is to find out the performance of imports and exports in India and their impact on economic growth.

A Study on the Performance of Shipping and Freight Forwarding Activities at Dhanam Exim Services, Dr. Bamini Rajasekharan and Melvin Das A. was published in the Journal of the Indian School of Political Economy, Volume 36, Issue 3, April-June 2024, Pages 81-83.

F. Frederico, Vikas Kumar, Jose Arturo Garza-Reyes, Anil Kumar and Rohit Agarwal. Managing Impact of I4.0 Technologies and Their Interoperability on Performance "Future Pathways for Supply Chain Resilience after COVID-19" was published in the International Journal of Logistics Management, **Volume 34, Issue 4, Pages 1309-1332.** The study investigates how Industry 4.0 (I4.0) technologies and their interoperability affect supply chain (SC) performance. It also explores how integrating these technologies can enhance supply chain resilience in the post-COVID-19 context. Containerization and its Architecture.

A Study Satya Bhushan Verma, Brijesh Pandey and Binit Kumar Gupta Containerization and its Architecture: A Study, Satya Bhushan Verma, Brijesh Pandey and Binit Kumar Gupta was published in ADCAIJ Advances in Distributed Computing and Artificial Intelligence Journal, Volume 11, Issue 4, Pages 395-409. The aim of the study is to explore containerization as a lightweight virtualization technology in cloud computing, focusing on its impact on software development and deployment.

RESEARCH METHODOLOGY

The descriptive research design is used in this study. The population of the study is 157. The census method is adopted in this study. Data is collected through questionnaires. The respondents are employees in the organization. By collecting data from the organization it is very easy to analysis the impact of Improving customer relationship management in shipping service The **Chi – square test** is used in this research.

RESEARCH OBJECTIVES

To analyze the potential impact of digital tools on improving customer interactions and satisfaction.

DATA ANALYSIS AND INTERPRETATION

To test the Significant Association between Inventory management and Supplier relationship management of the respondent.

H0: There is no Significant Association between inventory management and supplier relationship management to the organization.

H1: There is a Significant Association between inventory management and supplier relationship management to the organization.

VARIABLES: Inventory management and Supplier relationship management

Chi-Square Tests			
Pearson Chi- Square	Value	Df	Asymptotic Significance (2-sided)
	8.426	6	.209

SOURCE: Collected through questionnaire (Primary Data).

TABLE VALUE @ 5% = 12.592

Degrees of Freedom(df) = 6

χ^2 (Chi- Square value) = 8.426

INTERPRETATION:

The critical value of the chi-square with 6 degrees of freedom at 5 per cent level of significance equals 12.592. Since the sample value of χ^2 (8.426) is less than the critical value, there is not enough evidence to reject the null hypothesis. Therefore, the null hypothesis is accepted. Therefore, there is no Significant Association between inventory management and supplier relationship management to the organization.

CONCLUSION

The findings of the study indicate that Improving Customer Relationship Management (CRM) in the shipping service industry is vital for ensuring customer satisfaction, loyalty, and long-term business success. As the market becomes more competitive and customer expectations continue to rise, shipping companies must adopt a more proactive and personalized approach to managing relationships. Leveraging technology, enhancing communication, and offering tailored services can significantly elevate the customer experience. Ultimately, a well-implemented CRM strategy not only increases operational efficiency but also builds trust, transparency, and a stronger brand reputation.

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