International Journal of Research Publication and Reviews

Improving Customer Experience Through Crm Automation in Service Delivery: A Study of Store My Goods Private Limited

Saurabh Singh

Department of Management, School of business, Galgotias University, Greater Noida India
DOI : https://doi.org/10.5281/zenodo.15654818

Abstract

In the digital age, organizations in the service sector face increasing pressure to provide high-quality, responsive, and personalized customer experiences. Customer Relationship Management (CRM) systems, when enhanced through automation, offer significant opportunities for improving service delivery. This paper presents a comprehensive case study of Store My Goods Private Limited, a logistics and warehousing firm operating in Delhi NCR, which implemented Zoho CRM to streamline customer service processes. Based on a combination of real-time CRM data, customer surveys, and descriptive analytics, the study finds that CRM automation significantly improves customer response time, satisfaction, and operational efficiency. Challenges such as employee resistance and system integration are discussed, and strategic recommendations for scaling CRM effectiveness are proposed. This research contributes practical and academic insights into CRM-enabled transformation in Indian SMEs.

Keywords: CRM Automation, Customer Experience, Customer Satisfaction, Service Delivery, Customer Retention, Digital Tools, Zoho CRM, Logistics Services, Service Automation, Customer Relationship Management.

Introduction

In today's service-centric and digitally evolving economy, delivering an outstanding customer experience has become a strategic priority for organizations. With customers demanding faster, more personalized service, businesses must adapt by leveraging advanced technology. Customer Relationship Management (CRM), particularly when integrated with automation tools, has emerged as a vital enabler in achieving this objective. This thesis explores how CRM automation improves customer experience in service delivery, based on a real-world case of Store My Goods Private Limited, where actual service data was gathered from Zoho CRM software. The study assesses how automation tools—like automated ticketing, status updates, and follow-up reminders—can drive customer satisfaction, retention, and operational efficiency.

Need ofthe study

In an age where businesses must choose between customer retention and customer acquisition due to resource constraints, customer retention has emerged as the more cost-effective and sustainable strategy. According to multiple studies, acquiring a new customer can cost five to seven times more than retaining an existing one. Particularly in the logistics and storage industry, where trust, reliability, and consistent communication are vital, retaining loyal customers through excellent service is indispensable. Traditional customer management approaches are no longer sufficient to meet the evolving expectations of today's digitally savvy clientele. Manual service processes often lead to delays, inconsistencies, and human errors. To overcome these challenges, automation within CRM systems becomes essential. It enables companies to respond to customer queries instantly, automate routine communications, and monitor service delivery metrics in real time.Store My Goods has taken a forward-thinking approach by adopting Zoho CRM with automation features. This thesis aims to assess the measurable impact of such automation tools on the company's customer experience metrics and to identify areas for further enhancement. The findings of this study are expected to provide insights for other service-based businesses seeking to implement similar solutions.

Background of the study

In today's hyper-connected and digitally transforming business landscape, organizations across sectors are increasingly realizing that delivering exceptional customer experiences is no longer just a competitive advantage—it is a fundamental necessity for survival and growth. Customers, empowered by technology and vast information, have evolved into demanding stakeholders who expect real-time responses, personalized services, and consistent communication throughout their interaction journey. To address these demands, businesses—especially in the service sector—are integrating advanced technologies into their customer-facing processes. One such pivotal technology is Customer Relationship Management (CRM), which when combined with automation, transforms customer service from a reactive support function into a proactive and strategic driver of customer satisfaction and loyalty. This thesis investigates the role of CRM automation in enhancing customer experience within a service-centric organization, with a focused

case study on Store My Goods Private Limited, a growing logistics and storage solutions company in India. The company utilizes Zoho CRM software to manage customer interactions, service requests, and feedback loops. The study draws on real-time CRM data to analyze how automation—via tools such as automated ticketing, reminders, and service alerts—can streamline operations, reduce response times, and ultimately lead to a superior customer experience

Aims and goals of crm

The core aim of CRM is to improve customer satisfaction, build loyalty, and enhance business profitability. Automation tools within CRM systems aim to: - Speed up customer service response times - Automate repetitive tasks like reminders and follow-ups - Deliver personalized communication at scale - Maintain consistent service standards - Foster customer trust and repeat business

Importance and benefits of crm

CRM automation offers tangible benefits such as: - Better customer retention - Increased operational efficiency - Enhanced decision-making through real-time data - Improved service quality and responsiveness - Integration across departments for unified service delivery

challenges and significance

While CRM automation provides several benefits, challenges such as system complexity, employee adoption, and integration with legacy processes remain. This study is significant because it provides actual service-level evidence of how CRM impacts operations and customer relationships in a real logistics company. The insights gained can help other organizations improve their own service delivery through CRM best practices.

Research Objectives

The study was conducted with the following objectives: to evaluate the impact of CRM automation on service delivery efficiency; to measure customer satisfaction resulting from automated service communications; to identify key operational challenges in CRM implementation; and to recommend strategic actions to improve customer experience using CRM tools.

Literature Review

CRM is more than just a software—it is a strategic approach to managing relationships with customers. According to Buttle, CRM combines business philosophy, customer-centric processes, and technology to foster lasting relationships. The evolution of CRM from manual spreadsheets to cloud-based AI-enabled systems reflects the growing demand for real-time, intelligent customer engagement. Payne and Frow emphasized that CRM includes five strategic processes: strategy development, value creation, multichannel integration, performance assessment, and information management.
CRM automation refers to the use of technology to automate repetitive and manual tasks in customer management. These include ticket tracking, automated emails, service alerts, reminders, and chatbots. Automation reduces human error and improves consistency, speed, and personalization in service delivery. Kotler highlighted that automation also enables AI-powered personalization at scale, while Forrester noted up to 34% improvement in service efficiency with CRM tools. Logistics is a service-intensive industry where timely communication and efficient issue resolution are vital. Christopher noted that logistics firms adopting CRM experienced faster query handling and better customer retention. Store My Goods reflects this trend, using Zoho CRM to handle lead generation, order tracking, support ticketing, and automated updates. However, CRM implementation is not without challenges. Chen and Popovich warned that CRM success depends on organizational alignment, data quality, and user training. Over-automation may also compromise customer relationships, especially in high-empathy service interactions.

Research Methodology

The study follows a descriptive research design, combining quantitative CRM data with survey-based primary feedback from customers. Store My Goods serves as the focal organization. Real-time data from Zoho CRM dashboards—including service tickets, lead logs, and communication history—was analyzed. An online survey was distributed to 110 customers. Questions focused on service satisfaction, communication preferences, and impact of automation. A total of 200+ CRM data entries were evaluated. Microsoft Excel was used for data cleaning, tabulation, and visualization. Techniques such as frequency analysis and bar charts were used to assess response time, satisfaction levels, and service outcomes. Customer data was anonymized before analysis, and customer consent was collected in accordance with ethical guidelines. Management at Store My Goods reviewed and approved the use of internal data for academic purposes.

Data Analysis and Results

The analysis shows that CRM automation significantly improved the speed and quality of customer service at Store My Goods. A majority of support tickets were resolved within 24 hours, with 65% of customers receiving a resolution in less than a day. This swift turnaround positively influenced customer satisfaction, as reflected in survey feedback where 70% of respondents reported being satisfied or very satisfied with the service experience. Customers responded positively to automated communications. 80% of surveyed users acknowledged receiving real-time reminders, status updates, or confirmations via automated CRM workflows. These updates reduced anxiety around service delivery and enhanced trust in the company's process. Among the communication channels, WhatsApp emerged as the most preferred method, selected by 45% of respondents, followed by email and phone calls. Customers preferred receiving proactive updates through platforms they regularly use, and automation through WhatsApp proved highly

effective. Follow-up engagement was also a crucial success factor. Most customers received at least one follow-up during the service cycle. However, 10% of customers reported receiving no follow-up at all, which coincided with lower satisfaction ratings. This highlights the importance of maintaining consistent engagement throughout the service process. The data also revealed gaps in integration. For example, while Zoho CRM managed leads and tickets effectively, it lacked real-time sync with the billing or inventory systems. These gaps occasionally caused delays in delivering complete updates to customers. Nevertheless, the CRM system proved valuable in identifying service delays, ticket status, and performance benchmarks through dashboards.

Demographics
Age Group Distribution

AgeGroup	NumberofRespondents
18–25	55
25–30	30
35–50	10
50+	15

Chart 1: Age Distribution
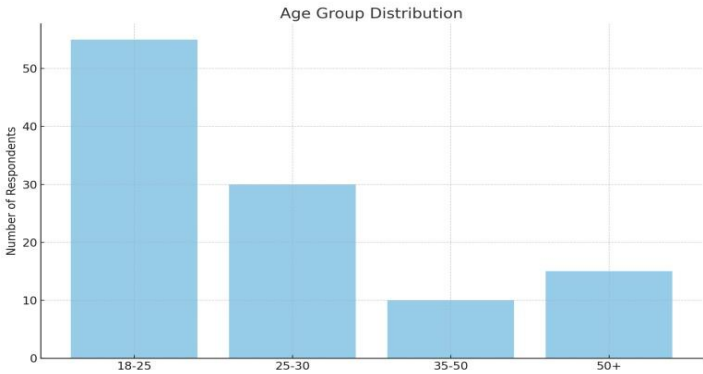
Gender Break down

Gender	No.
Male	65
Female	40
Prefernotsay	15

Chart 2: Gender Breakdown
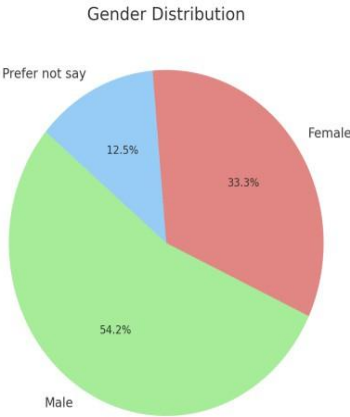
CRM Usage Insights

Influence of OnlineAds

Response	Respondents
Yes	70
No	30
Maybe	10

Chart 3: Influence of Online Ads
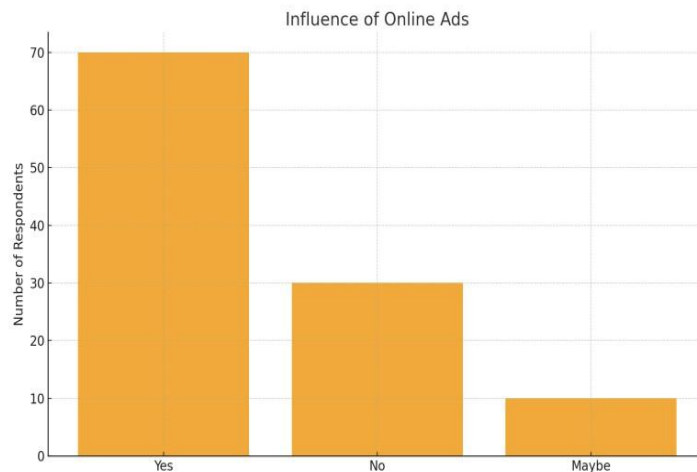
Social Media Engagement

TimeSpent(mins)	Respondents
50–60	45
30–40	30
20–30	15
10–20	10
<10	10

Key Findings and Discussion

The study confirmed that CRM automation brings substantial benefits to service delivery. By automating routine tasks such as ticket assignment, status updates, and service reminders, businesses can reduce human error and free up employees to focus on more personalized tasks. At Store My Goods, this resulted in faster resolution of customer complaints and improved visibility across service functions. Data centralization was another benefit. The CRM system enabled the company to keep comprehensive records of customer interactions, which facilitated personalized communication and informed service decisions. This data-driven approach helped improve customer trust and encouraged repeat business. However, the company encountered several challenges during implementation. Some employees were resistant to using CRM tools, especially those with limited technical skills or fear of being replaced by automation. In addition, the system was not always integrated with legacy software, creating information silos and inefficiencies. Overcoming these obstacles required internal training, system upgrades, and better change management practices. The importance of human touch was also noted. While automation improved efficiency, customers still valued personalized interactions for complex service queries. Therefore, automation should complement—not replace—human service roles.

Recommendations

To maximize the value of CRM automation, the company should expand automation features across more service stages, especially for proactive communication. Increasing the use of WhatsApp-based updates and ticket escalations would meet customer expectations more effectively. Employee training is essential to reduce resistance and ensure full use of CRM features. The company should also enhance CRM integration with logistics, inventory, and billing systems to offer a unified customer experience. Additionally, delayed ticket monitoring should be automated using alerts and escalation triggers for better follow-through. Introducing automated feedback collection after service resolution can help in gathering insights and benchmarking satisfaction. The data should be reviewed monthly to identify service gaps and formulate corrective actions.

Conclusion

This research concludes that CRM automation significantly enhances customer experience in service-oriented organizations. By improving response times, communication quality, and service consistency, CRM tools such as Zoho help businesses like Store My Goods deliver better customer satisfaction. The integration of automation with CRM systems facilitates personalized service at scale and creates opportunities for data-driven decision-making. However, technology is not a substitute for human empathy. The success of CRM automation depends on striking the right balance between efficiency and personalization. Companies must focus on employee training, system integration, and continuous improvement to unlock the full potential of CRM automation. This study also contributes to existing knowledge by offering real-world evidence from an Indian SME operating in a logistics environment. It demonstrates that even small businesses can benefit from CRM transformation with the right tools and strategies.

Limitations and Future Scope

The research was limited to one company within a specific region and time frame. The study focused more on customer perceptions than long-term financial performance. Future research can expand to include multiple companies in similar industries, track CRM return on investment (ROI), or compare manual versus automated service models. Longitudinal studies could also assess how CRM automation influences customer loyalty over extended periods.

References

Boulding, W., Staelin, R., Ehret, M., & Johnston, W. J. (2005). A customer relationship management roadmap: What is known, potential pitfalls, and where to go. *Journal of Marketing*, 69(4), 155–166. https://doi.org/10.1509/jmkg.2005.69.4.155

Buttle, F. (2009). *Customer relationship management: Concepts and technologies* (2nd ed.). Routledge.

Buttle, F., &Maklan, S. (2019). *Customer relationship management: Concepts and technologies* (4th ed.). Routledge.

Chatterjee, S., Rana, N. P., Tamilmani, K., Sharma, A., & Dwivedi, Y. K. (2020). The impact of customer engagement on consumer loyalty in the context of social CRM: A literature review and future research agenda. *Journal of Business Research*, 119, 652–667. https://doi.org/10.1016/j.jbusres.2020.03.028

Chen, I. J., & Popovich, K. (2003). Understanding customer relationship management (CRM): People, process and technology. *Business Process Management Journal*, 9(5), 672–688. https://doi.org/10.1108/14637150310496758

Christopher, M. (2016). *Logistics and supply chain management* (5th ed.). Pearson Education.

Davenport, T. H., & Harris, J. G. (2007). *Competing on analytics: The new science of winning*. Harvard Business Press.

Forrester. (2020). *The Total Economic Impact™ of Salesforce Service Cloud*. Forrester Research. [Use original link if available]

Grönroos, C. (2000). *Service management and marketing: A customer relationship management approach* (2nd ed.). Wiley.

Jain, R., Jain, R., & Jain, P. (2015). Role of CRM in service sector: A case study of telecom industry. *International Journal of Management and Social Sciences Research*, 4(6), 29–33.

Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*. Wiley.

Laudon, K. C., & Laudon, J. P. (2020). *Management information systems: Managing the digital firm* (16th ed.). Pearson Education.

Meyer, C., & Schwager, A. (2007). Understanding customer experience. *Harvard Business Review*, 85(2), 116–126.

Nguyen, B., Sherif, J. S., & Newby, M. (2007). Strategies for successful CRM implementation. *Information Management & Computer Security*, 15(2), 102–115. https://doi.org/10.1108/09685220710748001

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49(4), 41–50. https://doi.org/10.1177/002224298504900403

Payne, A., & Frow, P. (2005). A strategic framework for customer relationship management. *Journal of Marketing*, 69(4), 167–176. https://doi.org/10.1509/jmkg.2005.69.4.167

Peppers, D., & Rogers, M. (2016). *Managing customer relationships: A strategic framework* (2nd ed.). Wiley.

Saini, S., & Goel, S. (2015). Cloud based CRM systems in Indian SMEs: A way towards innovation. *International Journal of Scientific and Research Publications*, 5(1), 1–5.