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Customer Relationship Management: A Case Study of Consulting Krew Pvt. Ltd.

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ABSTRACT :

In the fast pace HR consultation world to sell text better be able strong and established customer relationship is not only good, it has become necessary. This study monitors how the consulting team person. France Growth Limited, an India-based HR consulting and CRM company focuses on maximizing customer satisfaction achieving loyalty. The research claims to utilise data obtained directly from surveys upon 100 respondents, supported by literature and internal documents in a very descriptive manner indicating how personal communication adds value as well customer service strategies and CRM equipment add professionalism which is related with relationship contributed. Overall, the conclusions lead towards CRM practices being effective and indicate positive signaling regarding good customer retention. The report concludes with strategic advice for making your CRM more effective in a consultative environment. Key Terms: Customer Retention, Relationship Marketing, Counselling firms/counsellor service transportation equipment Privatization Service (Psychology), Support Personnel Practice; Consumer Law

1. Introduction

Typically, the success of a company is determined by how well it can keep its customers happy and coming back for more — an essential consideration in our current service-dominated economy. This is even more significant for companies in human resource consultation — clients want not just the answer, but also how you came to that result and your better understanding of their business problems. CRM has evolved into an overarching central pillar that shapes how these businesses are built, create value and keep a long-term relationship with their customers. Consulting Crew Private. Delhi-based HR firm Limited — A Practical Synergy between Client Engagement and CRM in enactment This letter's aim is to interpret the CRM strategies of firms and their efficacy from a customer perspective.

2. Objectives of the Study

- To evaluate the role of CRM in enhancing client relationships at Consulting Krew Pvt. Ltd.
- To identify the specific tools and techniques used by the company for managing customer interactions.
- To assess the effectiveness of these tools in improving customer satisfaction and loyalty.
- To examine client feedback regarding communication, problem resolution, and service quality.
- To propose actionable recommendations for optimizing CRM practices within the organization.

3. Research Methodology

Descriptive and analytical method has been used in this study. Base data was collected thru structured questionnaires administered on a hundred clients of Consulting Krew. The questions were crafted to gauge enjoyment levels, communicate performance, and perceptions of CRM efficiency. Responses were collected using Google Forms and data analysis was performed in Microsoft Excel. Secondary data were used to aid in the evaluation (organizational reports, as well applicable training programs).

4. Data Analysis and Interpretation

The survey findings show that CRM has a big have an effect on on how clients perceive the top notch of provider they get hold of. A tremendous wide type of respondents expressed satisfaction with customized communicate and well timed updates. At the identical time, a few responses highlighted regions for improvement—in particular within the tempo of take a look at-united statesand the integration of digital tools.

5. Key Findings

- About -thirds of the clients said feeling extra satisfied due to normal verbal exchange and custom designed manual. •
- Roughly one in four respondents referred to occasional delays in conversation or problem choice. •
- While many preferred the CRM equipment in area, others felt that the structures may be greater advanced or responsive•
- The majority of participants said they could endorse Consulting Krew to others, indicating a excessive degree of trust and satisfaction.
- Some clients cautioned introducing extra hooked up remarks loops and clearer issuer standards.

6. Suggestions for Improvement

To increase the effectiveness of its CRM machine, Consulting Krew may want to don't forget making an investment in a more superior CRM platform that includes automation, customer insights, and analytics capabilities. Tailoring services to precise consumer segments can also in addition enhance engagement. The firm also can gain from constructing a formal comments machine that collects and acts on patron enter at diverse venture stages. Strengthening its digital presence through professional networking systems can assist amplify customer attain. Additionally, employee education in CRM usage and gentle competencies will make sure that each patron interaction is treated with care and consistency. Establishing clear timelines and observe-up protocols also can help meet customer expectations extra reliably.

7. Conclusion

Research states that crew private counseling. Ltd. has made meaningful progress in using CRM to build strong, permanent customer relationships. However, as the customer's expectations develop and the competition is faster, the company must continuously refine its CRM strategies. By adopting new techniques, enhancing service privatization and formalizing the client feedback system, the firm can strengthen its position as a reliable HR consulting partner. Effective CRM, when supported through real relations-building and thoughtful follow-up, can run permanent development and customer loyalty.

8. REFERENCES

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