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## A Study on Factors Enhancing Customer Satisfaction Through CRM Practices in IBOB Supply Chain Solutions, Chennai

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### ABSTRACT:

This study explores factors that enhance customer satisfaction through CRM practices in IBOB Supply Chain Solutions. The study examines the correlation between CRM implementation and customer perceptions. Key CRM dimensions such as customer service, communication, personalization, responsiveness, and technology integration are examined. Data was collected through structured questionnaires and interviews with clients and employees. Quantitative analysis of survey responses will assess the correlation between CRM functionalities and customer satisfaction scores. Qualitative data from in-depth interviews with customer-facing personnel and key stakeholders will provide a deeper understanding of the lived experiences and relational dynamics shaped by CRM adoption. The study aims to uncover the impact of CRM practices on satisfaction and their manifestation within IBOB's unique operational environment. The findings suggest that effective CRM practices significantly impact customer retention, trust, and overall satisfaction. The study concludes with strategic recommendations for strengthening CRM systems in supply chain firms to build stronger customer relationships and sustain competitive advantage. The research aims to identify how these elements contribute to improved customer experiences.

**Keyword:** Customer Relationship Management (CRM), Customer Satisfaction, Supply Chain Solutions, IBOB, CRM Practices, Customer Experience, Service Quality, Customer Loyalty, Business Performance.

### INTRODUCTION

This study examines the role of Customer Relationship Management (CRM) practices in enhancing customer satisfaction within the context of IBOB, an integrated supply chain solution provider. The supply chain industry presents unique challenges and opportunities for CRM implementation, such as timely deliveries, logistical complexity, and potential disruptions. Effective CRM can empower providers like IBOB to streamline communication, personalize service offerings, anticipate customer needs, and resolve issues efficiently, contributing significantly to enhanced customer satisfaction. The research aims to bridge the gap by investigating key CRM practices employed by IBOB and their direct and indirect influence on customer satisfaction levels. By understanding the specific CRM functionalities and strategies that resonate most positively with IBOB's clientele, this study seeks to provide valuable insights for other organizations in the supply chain sector looking to optimize their CRM investments and cultivate stronger, more satisfying customer relationships. This research contributes to a deeper understanding of how strategic CRM implementation can be a pivotal driver of customer-centricity and competitive advantage in the dynamic field of supply chain solutions.

### OBJECTIVE

- To identify key factors contributing to customer satisfaction in IBOB SCS.
- To analyze the role of CRM practice in enhancing customer satisfaction.
- To recommend improvements in CRM practice for better customer engagement.

### REVIEW OF LITERATUR:

**Wilson Rajagukguk, Omas Bulan Samosir, Josia Rajagukguk & Hasiana Emanuela Rajagukguk (2024)** This study aims to explore the interconnections between service quality, customer satisfaction, supply chain value, and customer loyalty, with a focus on the mediating role of Customer Relationship Management (CRM). Utilizing a quantitative approach, data were collected from managers and employees in the Indonesian automotive sector. The findings indicate that service quality significantly influences CRM, which in turn impacts customer loyalty. Additionally, customer satisfaction and supply chain value were found to significantly affect CRM, highlighting its essential role in enhancing customer loyalty.

**Rizwan Ullah Khan, Yashar Salamzadeh, Qaisar Iqbal&Shaohua Yang. December (2022).** This study investigates the impact of customer relationship management (CRM) and company reputation on customer loyalty with customer satisfaction mediating the relation among small and medium-sized enterprises. Customer satisfaction is essential for company reputation and loyalty because a company's reputation largely depends on customer satisfaction in turbulent markets. Therefore, the current study is conducted in the Pakistani context to examine the customer believes regarding the company reputation. **Neda Noori & Seyed Javad Hajiheydari (2023)** this study aims to analyze how artificial intelligence (AI) enhances CRM strategies and customer experience. The study highlights AI-driven CRM tools that personalize customer interactions, improve data analytics, and drive customer satisfaction.

**Abdullah Ahmed (2021)** To evaluate how supply chain management practices influence customer satisfaction and retention in Saudi Arabia. The study finds that companies with effective CRM and supply chain integration achieve higher customer satisfaction and loyalty.

**Thitinant Wareewanich, Khunanan Sukpasjaroen, Thitinan Chankoson & Nattapat Ruaengmaneeey (2019)** The study highlights customer orientation and technology-based CRM as key drivers of satisfaction. It finds that CRM, combined with knowledge management, significantly improves logistics performance and customer retention. To analyze how CRM practices enhance customer satisfaction in the logistics sector, with a focus on Indonesian logistics companies.

## DATA ANALYSIS AND INTERPRETAION

### FREQUENCY TABLES

TABLE:1

	Age	gender	Marital Status	Occupation	Monthly Income
N	Valid	112	112	112	112
	Missing	0	0	0	0
Mean	1.56	1.70	1.54	2.43	2.49
Median	1.00	2.00	2.00	2.00	2.00
Mode	1	2	2	2	1
Std. Deviation	.947	.461	.500	1.029	1.223
Skewness	1.502	-.881	-.182	.120	.307
Std. Error of Skewness	.228	.238	.228	.228	.228

Source: Primary data

### INTERPRETATION

The dataset contains responses from 112 participants, with most variables complete except for gender. The majority of respondents are young, likely below 25 years old, with a mean age code of 1.56, median and mode of 1, and a strong positive skewness of 1.502. Gender data shows that females dominate the sample, with a mode and median of 2 and a negative skewness of -0.881. Marital status data shows a slight majority of married individuals, with a nearly symmetric distribution. Occupation is fairly symmetrically distributed, with most respondents falling under category 2. Monthly income data shows that most participants are from the lower-income group, with a slight right skew indicating a few higher earners.

### CHI-SQUARE TESTS

Chi-Square Tests

TABLE:2

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.557 <sup>a</sup>	12	.655
Likelihood Ratio	9.249	12	.682
Linear-by-Linear Association	.396	1	.529
N of Valid Cases	112		

Source: Primary data

**INTERPRETATION**

The Chi-Square test result ( $\chi^2 = 9.557$ ,  $p = 0.655$ ) indicates no statistically significant association between age and CRM experience ratings, as the p-value is well above the standard 0.05 threshold. This means that although younger respondents appear more positive, the variation in responses across age groups is not strong enough to conclude a meaningful relationship. The CRM experience is perceived similarly across different age groups overall.

**HYPOTHESIS**

**H<sub>0</sub>:** There is no significant association between age and overall CRM experience with IBOB Supply Chain Solutions.

**H<sub>1</sub>:** There is a significant association between age and overall CRM experience with IBOB Supply Chain Solutions.

**CORRELATION ANALYSIS****CORRELATION****TABLE:3**

		Age	Overall CRM experience with IBOB Supply Chain Solutions
Age	Pearson Correlation	1	.060
	Sig. (2-tailed)		.531
	N	112	112
How would you describe your overall CRM experience with IBOB Supply Chain Solutions?	Pearson Correlation	.060	1
	Sig. (2-tailed)	.531	
	N	112	112

Source: Primary data

**INTERPRETATION**

The Pearson correlation coefficient between Age and overall CRM experience with IBOB Supply Chain Solutions is 0.060, with a p-value of 0.531. This indicates a very weak positive correlation that is not statistically significant, as the p-value is much greater than the standard threshold of 0.05. Therefore, we can interpret that there is no meaningful linear relationship between age and CRM experience, and age does not influence how respondents perceive their CRM experience with IBOB Supply Chain Solutions.

**HYPOTHESIS**

**H<sub>0</sub>:** There is no significant correlation between age and overall CRM experience with IBOB Supply Chain Solutions.

**H<sub>1</sub>:** There is a significant correlation between age and overall CRM experience with IBOB Supply Chain Solutions.

Since the Pearson correlation is 0.060 and the p-value is 0.531 (greater than 0.05), we fail to reject the null hypothesis. This means there is no significant linear relationship between age and CRM experience.

**RELIABILITY STATISTICS****TABLE:4**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.910	.917	15

Source: Primary data

**INTERPRETATION**

The table shows reliability analysis yielded a Cronbach's Alpha value of 0.910, indicating excellent internal consistency among the 15 items included in the scale. This suggests that the items are highly correlated and effectively measure the same underlying construct. The Cronbach's Alpha based on standardized items was slightly higher at 0.917, further confirming the strength of the internal reliability even after standardization. Overall, these results demonstrate that the instrument used is statistically reliable and can be confidently utilized for data collection and analysis in the given study.

## CONCLUSION

This study examines the factors enhancing customer satisfaction through CRM practices within IBOB Supply Chain Solutions. The majority of the 112 respondents are young individuals, predominantly female, married, and in a specific occupation category. The reliability analysis of the measurement instrument shows excellent internal consistency across 15 items, suggesting a unified construct related to CRM and customer experience. The Chi-Square test found no significant relationship between age and overall CRM experience ratings, indicating that CRM experience is perceived similarly across different age groups. The Pearson correlation analysis also showed a weak and statistically insignificant positive correlation between age and overall CRM experience. These initial analyses provide valuable descriptive information and explore the relationship between age and CRM experience. Future research should focus on examining the relationships between specific CRM dimensions and various measures of customer satisfaction. Integrating qualitative data from interviews will provide a richer understanding of the underlying mechanisms through which CRM practices influence customer perceptions and satisfaction within IBOB's unique operational context. This comprehensive analysis will be crucial for formulating targeted recommendations to strengthen IBOB's CRM systems and practices, fostering stronger customer relationships and sustaining a competitive advantage in the supply chain industry.

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