"CUSTOMER RELATIONSHIP MANAGEMENT STRATEGIES IMPACT ON MARUTI SUZUKI"

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ABSTRACT

Customer relationship management (CRM) is a process in which a business or other organization administers its interactions with customers, typically using data analysis to study large amounts of information.

CRM systems compile data from a range of different communication channels, including a company's website, telephone (which much software come with a soft phone), email, live chat, marketing materials and more recently, social media. They allow businesses to learn more about their target audiences and how-to better cater to their needs, thus retaining customers and driving sales growth. CRM may be used with past, present or potential customers. The concepts, procedures, and rules that a corporation follows when communicating with its consumers are referred to as CRM. This complete connection covers direct contact with customers, such as sales and service- related operations, forecasting, and the analysis of consumer patterns and behaviours, from the perspective of the company. According to Gartner, the globalCRM market size is estimated at $69 billion in 2020.

A CRM system helps businesses organize and centralize their information on customers, allowing for easier access and customer support. Businesses use CRM systems to optimize sales and marketing and improve customer retention. Data analytics is also much easier, where businesses can track the success of various projects or campaigns, identify trends, infer associations, and create visually intuitive data dashboards.

1. INTRODUCTION

CRM is a strategy and technology that is used to build stronger relationships between organizations and their clients. An organization will store information that is related to their clients, and employees will analyze it to use it in forecasting and making reports. Some of the strategies of CRM software are planning for targeted marketing campaigns towards specific clients. The strategies used will be relying on the information that is coming from the CRM system. CRM software solution is commonly used by all kind of corporations that focusing on maintaining a strong relationship with their customers. There are many reasons why CRM software has become the most important software in the last 10 years. The competition has become highly competitive in the global market, and it has become easier for clients to switch companies if they are not happy with the service they receive or want the product with the low price. One of the primary goals of CRM solution is to retain clients and protect them from competitor's temptations. When CRM is used effectively, an organization will be able to build a relationship with their clients that can last a lifetime. It is so important to realize that CRM system solution is more than just software. This CRM introduction aims to explaining what the CRM is in a nutshell and making it easier to realize the tremendous benefits of purchasing Customer Relationship Management software that will help drive more customers thus more profit towards you and makes your life easier. Today growing businesses manage customer connections and information in a variety of ways. Some use old fashioned note cards and Rolodex. Others store information on their mobile phone while on the go or while having no means of accessing a Personal Computer or a laptop. Others use Excel spreadsheets or Google documents and that is the most common case.

2. LITERATURE REVIEW

Literature may explore different CRM strategies implemented by automotive companies like Maruti Suzuki to enhance customer satisfaction, retention, and loyalty. This could include segmentation strategies, personalized marketing approaches, and after-sales service initiatives.

Technology Adoption: Research may focus on the adoption of CRM technologies within the automotive sector, including the integration of CRM systems with other business applications and the use of data analytics to drive customer insights and decision-making.

Customer Experience Management: Studies may examine how automotive companies manage customer experiences across various touch points, including pre-sales interactions, vehicle delivery, after-sales service, and customer support, to build long- term relationships.

Customer Loyalty and Retention: Literature may analyze the factors influencing customer loyalty and retention in the automotive industry, including the role of brand image, product quality, pricing, customer service, and the effectiveness of loyalty programs.

Dealer Management: Research may investigate the relationship between automotive manufacturers and their dealership networks, including issues related to dealer performance, training, incentives, and the impact on customer satisfaction and loyalty. Digitalization and CRM: With the increasing digitalization of business processes, studies may explore how automotive companies leverage digital channels such as social media, mobile apps, and online platforms to enhance CRM efforts and engage with customers more effectively.

Cross-Cultural Perspectives: Given the global nature of the automotive industry, literature may examine cross-cultural differences in CRM practices and customer preferences, particularly in emerging markets like India where Maruti Suzuki operates.

A comprehensive review of literature on CRM in the automotive industry can provide valuable insights into best practices, emerging trends, and areas for further research and improvement, helping companies like Maruti Suzuki optimize their CRM strategies to better serve their customers.

3. RESEARCH OBJECTIVE

- To know whether the different variations of price level provided by COMPETENTAUTOMOBILES satisfies consumers.
- To know about code of conduct and which rules and procedures are followed by employee
- To determine and compare educational development of the project-assisted and non-assisted institutes as perceived by teachers, administrators, and current students

4. RESEARCH METHODOLOGY

4.1 Data Designing:

- **Basic research:** This study is undertaken only for the advancement of knowledge and has no immediate economic prospects. The study conducted for the wellbeing of humans, animals, and the plant kingdom. It is known as basic, pure, and fundamental research. The primary objective here is to extend human understanding, not to construct or invent something.
- **Applied research:** Applied research is intended to solve actual issues in the current world rather than acquiring information for its own sake. Applied research aims to better the human situation. It focuses on analyzing and addressing social and real-world problems. This study is often undertaken on a huge scale and is costly. As a result, it is frequently carried out with the assistance of a finance body such as the national government, Government Company, World Bank, UNICEF, ugc, etc.
- **Quantitative research:** The study is based on numerical data. Quantitative research aims to measure a number or amount, compare it to previous data, and forecast for the future. In the humanities and social sciences, "quantitative research alludes to the systematic examination of quantitative features and events and their relationships".
- **Qualitative research:** Qualitative research presents non-quantitative type of analysis. Qualitative research is collecting, analyzing and interpreting data by observing what people do and say. Qualitative research refers to the meanings, definitions, characteristics, symbols, metaphors, and description of things. Qualitative research is much more subjective and uses very different methods of collecting information, mainly individual, in-depth interviews and focus groups.

4.2 Data Collection:

For a research paper on "Customer Relationship Management Strategies Impact on Maruti Suzuki," the data collection methodology should encompass a mix of quantitative and qualitative approaches to provide a comprehensive understanding of the topic. Quantitative data can be collected through surveys distributed to Maruti Suzuki customers to gather feedback on their experiences with the company's CRM strategies, satisfaction levels, and loyalty.

This data can be analyzed using statistical tools to quantify the impact of CRM strategies on customer perceptions and behaviours. Qualitative data can be obtained through in-depth interviews with Maruti Suzuki executives, CRM managers, and frontline staff to gain insights into the development, implementation, and effectiveness of CRM strategies within the organization.

Additionally, analyzing internal documents, reports, and customer feedback channels can provide valuable insights into the specific CRM initiatives undertaken by Maruti Suzuki and their impact on customer relationships. By combining quantitative survey data, qualitative interviews, and internal document analysis, the research paper can offer a comprehensive evaluation of the impact of CRM strategies on Maruti Suzuki's customer relationships and business performance.

5. DATA ANALYSIS

Age of the respondents

S NO	Particulars	No. of Respondents	Percentage
1	20	7	4.46
2	20-30	61	38.85
3	30-40	46	29.30
4	40-60	43	27.39
TOTAL		157	100.00

From the above table, it is interpreted that the number of respondents 20 ages of respondents are 4.46%, between 20 to 30 ages of respondents are 38.85%, between 30 to 40 ages of respondents are 29.30%, and between 40 to 60 ages of respondents are 27.39%.

Gender of the respondents

S.NO	Particulars	No. ofRespondents	Percentage
1	Male	96	61.15
2	Female	61	38.85
TOTAL		157	100.00

From the above table, it is interpreted that the number of male respondents is 61.15% and female respondents is 38.85%

Qualification of the respondents

S.NO	Particulars	No. of Respondents	Percentage
1	10th Pass	10	6.37
2	12th Pass	10	6.37
3	Graduate	74	47.13
4	Others	63	40.13
TOTAL		157	100.00

From the above table, it is interpreted that the number of respondents 10th Pass is 6.37%, 12th Pass is 6.37%, Graduate is 47.13%, Others is 40.13%.

Occupation of the respondents

S.NO	Particulars	No. of respondents	Percentage
1	Student	52	33.12
2	Government Employee	32	20.38
3	Self Employee	23	14.65
4	Private Employee	50	31.85
TOTAL		157	100.00

From the above table, it is interpreted that the number of respondents were 33.12% is Student, 20.38% is Government Employee, 14.65% is Self Employee, 31.85% is Private Employee.

6. FINDINGS

- Majority (38.85%) of the respondents are age between 20 to 30 years.
- Majority (61.15%) of the respondents are Male.
- Majority (47.13%) of the respondents are Graduate.
- Majority (33.12%) of the respondents are Student.
- Majority (57.32%) of the respondents are married.
- Majority (62.42%) of the respondents are agree.

- Majority (43.95%) of the respondents are waiting/queues.
- Majority (87.26%) of the respondents are satisfying.
- Majority (71.97%) of the respondents are yes.
- Majority (43.31%) of the respondents are often.
- Majority (49.04%) of the respondents are satisfied.

7. LIMITATION

One limitation of the research paper on "Customer Relationship Management Strategies Impact on Maruti Suzuki" is the potential bias in customer feedback and survey responses. As customers may not always provide accurate or honest feedback, the study's findings may be influenced by this bias. Furthermore, the research's reliance on self-reported data from Maruti Suzuki executives and CRM managers may also introduce a level of subjectivity, as their perceptions of the company's CRM strategies may not align with actual customer experiences.

Additionally, the study's focus on a single company, Maruti Suzuki, may limit its generalizability to other organizations in the automotive sector, making it essential to consider the unique characteristics and challenges of Maruti Suzuki's customer base and CRM strategies. Finally, the study's time frame may be limited by the availability of data, which could impact the depth of analysis and the ability to capture long-term trends or changes in Maruti Suzuki's CRM strategies and their impact on customer relationships.

8. RECOMMENDATION

- In a research paper focusing on "Customer Relationship Management Strategies Impact on Maruti Suzuki," a key recommendation would be to suggest that Maruti Suzuki continuously evaluates and adapts its CRM strategies based on customer feedback and market dynamics.
- Encouraging the company to prioritize customer-centric approaches, the research paper should advocate for the implementation of data-driven CRM initiatives that leverage customer insights to personalize interactions, enhance service quality, and build long-term relationships. Additionally, recommending the integration of digital technologies and analytics tools can enable Maruti Suzuki to gain a deeper understanding of customer preferences, behavior patterns, and satisfaction levels, facilitating more targeted and effective CRM strategies.
- Furthermore, emphasizing the importance of employee training and engagement in delivering exceptional customer experiences can help Maruti Suzuki align its internal culture with customer-centric values. By fostering a culture of continuous improvement, innovation, and customer focus, Maruti Suzuki can strengthen its competitive position, drive customer loyalty, and achieve sustainable growth in the automotive market.

9. CONCLUSION

It has been observed that most customers are satisfied with pre sales services similarly most of these customers are dissatisfied with the post sales service which is the matterof concern for the company. Maruti Suzuki needs to improve some parts of products specifically the interiors. High customer satisfaction level helps the company to retain its existing customer as well as generate new customer through word to mouth publicity. Customer satisfaction index is a good tool to make improvements in the products and services of the company. And therefore should utilize carefully and kept as confidential as possible. Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty." "Customer satisfaction data are among the most frequently collected indicators of market perceptions. Their principal use is twofold:" "Within organizations, the collection, analysis and dissemination of these data send a message about the importance of tending to customers and ensuring that they have a positive experience with the company's goods and services."

10. REFERENCES

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