

STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT AT MARUTI SUZUKI: A CASE OF VARUN MOTORS PVT LTD (NEXA)

Abstract

Customer relationship management (CRM) is a term applied to processes implemented by a company to handle their contact with their customers. CRM software is used to support these processes, storing information on customers and prospective customers. Information in the system can be accessed and entered by employees' indifferent departments, such as sales, marketing, customer service, training, professional development, performance management, human resource development, and compensation. Details on any customer contacts can also be stored in the system. The rationale behind this approach is to improve services provided directly to customers and to use the information in the system for targeted marketing and sales purposes. This research has helped in identifying an issue at the company and provides a chance to grasp the nature of the industry and how it operates. Because this is a marketing and sales company, it is critical to grasp the function of the consumer and their pleasure. Branding is the most important aspect of any company's product sales. Customer knowledge and how they maintain the relation for the organization's image while also gaining a larger market share among rivals.

Key words: CRM, Sales, Brand, Decision

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INTRODUCTION

Customer relationship management (CRM) refers to the methods that a firm uses to manage its interactions with its customers. CRM software, which stores information about customers and prospective customers, is used to assist these activities. Employees in several areas, such as sales, marketing, customer service, training, professional development, performance management, human resource development, and pay, can access and enter information in the system. The system may also keep information about any customer contacts. The reason behind this method is for increase direct client services and to leverage the information in the system for targeted marketing and sales.

The consumer concept relationship management and its impact on customer loyalty is gaining popularity in today's corporate world Companies are focused on maintaining existing consumers rather than acquiring new ones. Customer loyalty is one such strategic emphasis that should be considered as a "must" for automakers looking to compete. Unlike other consumer items with shorter replacement cycles, vehicle consumers frequently do not return to the market for three to four years, if at all. According to some scientific data, it costs substantially less to maintain existing

client than it does to attract a new one, making loyalty even more important in times when corporate marketing resources are being examined.

The necessity of maintaining existing clients and developing company is crucial in the commercial world. Because of the expenditures associated with acquiring new consumers, every current client may be valuable. The more options a customer has for doing business with your company, the better, and one way to do this is to open new channels such as direct sales, online sales, franchising, and the use of agents, among others. However, the more channels you have, the more crucial managing your customer relationships becomes. The primary goal of this study is to assess the impact of CRM advantages on customer loyalty and retention for the benefit of both the organisations and the customer. According to the findings, the most important aspects that contribute to customer loyalty for automobiles are confidence linked with on-time service delivery, promptness in handling repair work, friendliness helpfulness, arranging replacements, and fulfilling its obligations to consumers.

REVIEW OF LITERATURE:

M. Sathish, Customer Relationship Management in Car Service Industry 1998, In this paper, the author wishes to assert that businesses have evolved into customer-centric organisations. In other words, rather of focusing just on the sale of items, the current criterion for business success is to first create a strong relationship with the consumer and then to earn the customers' faith in the organization. It is well established that client retention is the most important tool for corporate success. Implementing creative concepts, such as offering a client lounge and giving rapid service for all services, including body work, allows for the correct connection with the consumer.

Dr. Ramakrishnan, CRM and 4 Ps of Marketing 2000, In this paper author explain CRM is a notion that has grown through time via a series of activities aimed at increasing business performance. CRM is the ideal answer for both customers and enterprises in today's highly competitive business climate. CRM views customers as insiders to the business rather than outsiders, with the goal of developing long-term relationships with them. CRM must consequently include a high level of client interaction, dedication, and services.

Mueller (2010) According to the author in this article describes the customer relationship management aspect of business as highly dynamic, and convincingly argues that businesses must take a proactive approach in developing relevant programmes and initiatives in order to remain competitive in their industries, there is a global trend in customer relationship management that relates to the shift from transactional model to relationship model In other words, Peppers and Rogers (2011) suggest that meeting customer requirements as a consequence of on-time transactions is no longer sufficient to assure a company's long-term success.

Sinkovics and Ghauri (2009) In this paper author relate the necessity for engaging in customer relationship management to high cost of direct sales, highly intensifying level of competition in the global level, and need for information about various aspects of the business in general, and consumer behavior in particular, that can be used to increase the levels of sales.

Cox's et al (2011) "Due to the author's adoption of a modern and novel perspective in order to handle the research challenges, "Retail Metrics: The Secret Weapon" merits inclusion here as

well. As a result of their trust, customers' commitment level improved. However, in terms of fostering customer loyalty, satisfaction was more important than trust. The trust component benefits from satisfaction. They claim that different people have various viewpoints on strategies for establishing consumer relationships. Most of the articles addressed issues like CRM management, strategy and strategy, and fundamental concepts. Additionally, there were fewer articles in the following categories: e-commerce, knowledge management, technology, tools, and approaches.

Mau et al. (2018) By observing old data of customers', author explain that CRM can help in predicting the future actions of customers. The suggested model can use in identifying high profitable customers. Satisfying and retaining customers are the two main goals of an organization to become a leader in the market. And for achieving these goals an organization, data mining and knowledge management play a significant role in improving the service quality

NEED FOR THE STUDY:

The ultimate purpose of CRM, like any organizational initiative, is to increase profit. In the case of CRM this is achieved mainly by providing a better service to your customers than your competitors. CRM not only improves the service to customers though; a good CRM capability will also reduce costs, wastage, and complaints (although you may see some increase initially, simply because you hear about things that without CRM would have stayed hidden).

OBJECTIVES:

- To study the current market trends in customer relationship management.
- To study the company's attempts to retain and motivate advisers in order to establish a new client base.
- To study the future elements of Maruti Suzuki NEXA in relation to its consumers.

RESEARCH METHODOLOGY:

Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. The following methods used in this study which carries to the Conclusion of This Study are as follows:

- . Collection of data
- . Testing the data
- . Analysing the data
- . Writing interpretation

RESULTS AND DISCUSSIONS

Age of respondents

| Particulars | No. of participants | Percentage |
|-------------|---------------------|------------|
| 25-30 | 102 | 93.6% |
| 30-40 | 6 | 5.5% |
| 40-50 | 1 | 0.9% |
| 50 above | 0 | 0 |
| TOTAL | 109 | 100% |

Monthly Income of the participants

| Particulars | No. of participants | Percentage |
|-----------------|---------------------|------------|
| Less than 30000 | 54 | 49.5% |
| 30000-40000 | 26 | 23.9% |
| 40000-50000 | 13 | 11.9% |
| 50000 above | 16 | 14.7% |
| TOTAL | 109 | 100% |

Table showing model in Maruti Suzuki car do respondents own

| Particular | No of participants | Percentage |
|-------------|--------------------|------------|
| Omni | 4 | 3.7% |
| Alto 800 | 15 | 13.8% |
| Wag nor | 7 | 6.4% |
| Wagon R | 9 | 8.3% |
| Swift | 33 | 30.3% |
| Swift-Dzire | 25 | 22.9% |
| A -Star | 1 | 0.9% |
| Ertiga | 12 | 11% |

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| | | |
|---------|-----|------|
| Celerio | 3 | 2.8% |
| Total | 109 | 100% |

Table showing why they prefer Maruti Suzuki cars over another brand

| Particulars | No of participants | Percentage |
|------------------|--------------------|------------|
| Good facilities | 28 | 25.7% |
| Quality services | 37 | 33.9% |
| Price | 20 | 18.3% |
| Good design | 7 | 6.4% |
| Better mileage | 17 | 15.6% |
| TOTAL | 109 | 100% |

Table showing how promotional media has influenced them to buy Maruti Suzuki cars

| Particulars | No of participants | Percentage |
|-----------------------|--------------------|------------|
| Broadcasting | 33 | 30.3% |
| Product Demonstration | 31 | 28.4% |
| Word of Mouth | 37 | 33.9% |
| Publications | 8 | 7.3% |
| TOTAL | 109 | 100% |

FINDINGS OF THE STUDY

1. There are majority of the customer are happy with the lounge amenity accessible at dealer workshops.
2. Maruti Suzuki India Limited and their dealers follow up at various stages through Post Service Follow-up & Customer Satisfaction Index conducted by dealer / Maruti Suzuki India Limited and also through Face-to-Face contact by customers.
3. A huge number of customers are pleased with the car's performance; Data is concerned with both current or new clients of Maruti Suzuki.

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4. A huge number of customers are pleased with the car's performance. Data is concerned with both current and new clients of Maruti Suzuki.
5. Maruti Suzuki should produce tiny automobiles with sporty styling, similar to the Swift. It will add additional dimensions to Maruti Suzuki's success.
6. A rapid method for organizing and scheduling maintenance, repair, and continuous assistance is required (to increase efficiency and effectiveness).
7. MARUTI should consider & insist their dealers to provide a separate lounge for female customers with newspapers, magazines, television, drinks, etc.
8. To continue to expand the size of the Indian market for small cars by strengthening and expanding the dealer network and making automobile financing available at competitive rates.
9. To continue benchmarking them against improved global manufacturing, marketing, and other practices and standards, to aim for higher customer satisfaction through quality goods and innovative initiatives, and to boost the financial health of our sales network.
10. Provide a simple method for documenting client concerns (complaints that are not registered with the company cannot be resolved, and are a major source of customer dissatisfaction).
11. The most essential proposal is that Varun Motors has placed a great value on their CRM rules, and they must adhere to the same standards. They must also ensure that these services do not deteriorate, and they must focus on enhancing the CRM policies. Because after-sales services are extremely important in India. Customers will easily transfer brands if one firm excels in all areas but falls short in CRM rules. However, if a firm is exceptional in its after-sales services or co- ordination with consumers, people will remain loyal to that company even if all of its features are subpar. So, in order to continue its current performance, Maruti must be proficient in CRM policies.
12. Create a rapid mechanism for resolving service issues (correct the problem before other customers experience the same dissatisfaction).

CONCLUSION

The research work was successfully identifying by the studying the relationship management of Maruti Suzuki in Varun Motors Pvt Ltd in Bangalore. The conclusion can be drawn from this study may be: Maruti Suzuki is India's one of the leading automobiles manufactures and also the leader of the market both in terms of volume and revenue generated. Hence Maruti Suzuki Limited has captured over all share of 46% in the Indian car market. To conclude, it can be said that Maruti Suzuki Nexa has created its image in a very short period in India. Varun motors PVT Ltd Nexa is the best dealer of Maruti Suzuki. It is attracting the customers with its good services. Most of the customer satisfied by buying the Maruti car from Varun motors PVT Ltd. This satisfaction can be concluded by the response of customer in the questionnaires. Day by day Maruti Suzuki is improving his reputation to another Automobile Company.

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