

A Case Study on Customer Relationship Management towards Mahindra Cars with Reference to Utkal Automobiles

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I. INTRODUCTION

Customer Relationship Management is the process of managing a good and a healthy relationship between customers so as to get utmost profit out of them by maintaining a healthy and cordial relationship with them. Customer Relationship Management is a system of managing interactions with all the companies existing customers with the potential customers so as to build a good company profile which will ultimately give the company benefit in a long run.

Customer Relationship Management is also defined as a business approach that brings people, processes and technology together to maximize relationship and to get utmost profit out of it.

Information System (IS) plays a vital role in Customer Relationship Management system. IS is the infrastructure for CRM systems in order to understand and interact with customers. CRM acts as an application of e-business and digital activities as well as customer collection data.

COMPONENTS

The main components of CRM are building and managing customer relationship through marketing and observing relationships as they get matured. The different components of CRM are:-

1. **SALESFORCE AUTOMATION-** It is the most important component of CRM hence undertaken by majority of the business organizations. It includes forecasting, recording sales processes and also keeping track of potential interactions with customers.

It helps us to know from where we can generate revenue and the different opportunities related

to it. It is also used to analyze the sales forecast and performance of the employees.

2. **LEAD MANAGEMENT-** It means to keep the records of sales lead and their distributions. It is an efficient management system of the different campaigns and designing different forms and preparing mailing lists and many more elements.

3. **HUMAN RESOURCE MANAGEMENT-** It is the effective and proper use of human resources and their skills at suitable situations. It also involves allocation of appropriate individuals according to their skill levels to proper job profile so that they can give their best and ultimately organization will also get benefitted. It also involves adopting of an effective strategy and also helps in studying the skills of the employees and thereby growth of the employees and implementing them in right situations.

4. **CUSTOMER SERVICE-** It emphasizes on collection of customer information and the data and their buying information and the pattern as well which acts as very important information of the concerned departments.

All most all the major departments like marketing, finance, sales etc need to take steps for the development and understanding of customers needs and their complaints so that they can plan how to deal with them.

5. **WORKFLOW AUTOMATION-** There are a number of processes that works simultaneously when it comes to its management and it also must be cost effective and all the process must also be on time, this process is known as workforce automation. It not only reduces the

expenditure but also prevents the repetition of the same work by different employees so as a result both money and time is saved.

6. **ANALYTICS-** It is the process of studying and analyzing the data so as to understand the recent market trends. It involves various graphs like the bar graphs, line graphs, histograms etc which are made from past market data and the present data which helps in detail understanding of the current trends.

Analytics is a very important element of CRM as it helps in making in depth study of data and information which is required to know the progress of the business.

II. LITERATURE REVIEW

Goldenberg (2008, p.3) opines that relationship with customer can be maximized if there is an integration of people, process, and technology.

Mueller (2010) characterizes that CRM can be maintained only proactively by taking initiatives to satisfy the customer through different programmes and activities.

Sinkovics and Ghauri (2009) relate the customer behavior with sales. The more satisfied are the consumers, the higher the intensity of competition and rise in the volume of sales.

Peppers and Rogers (2011) stressed that retention-ship and relationship may not be possible in transactional model. There must be utmost flexibility from the marketer’s point of view for the long-term growth of any business.

Brink and Berndt (2009) have discussed mapping of customer touch points in a IT software to utilize technology in maintaining CRM.

Mathur (2010) has presented a plethora of techniques and principles of management that is having a significant contribution for in multi-national businesses for the customers to be attracted and retained.

Khurana (2010), has discussed the pro and cons of using software applications to store a database of customers in order to reach them proactively in advance to have trust and faith

Raab et al (2008) in “Customer relationship management: a global perspective” have compared the techniques and principles of different multi-national companies with respect to customer relationship management.

Bhatia (2008) has suggested the use of different promotional tools like loyalty cards to create a bridge of relationships with the customers.

III. OBJECTIVE OF THE STUDY

The study has been undertaken to analyze the customer relationship management (CRM) towards all variant of Mahindra cars in Bhubaneswar with a special reference to Utkal Automobiles, the other objectives are:-

- To study the customer behavior towards Mahindra cars in the geographical region of Bhubaneswar.
- To find the ways to develop better relationship with the customers.

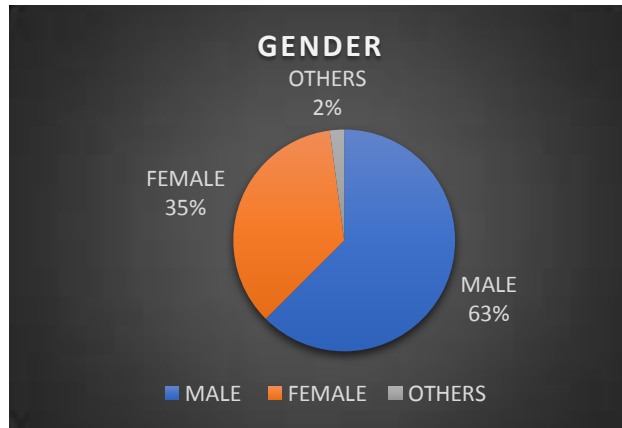
IV. RESEARCH METHODOLOGY

- Throughout the entire project the focus was on to check the customer relationship management of the customers towards Mahindra & Mahindra and their views and perceptions are taken into account.
- Data has been collected with the help of questionnaire. The questionnaire was prepared in such a manner that it could be easily understood and people can understand the different aspects of the questions. It was also important to take in account two factors that are time and energy so the questionnaire was set in such a manner that it takes around 4-5 minutes to fill in the responses.
- Primary data has been collected directly from the customers as they filled the questionnaire and also from interacting with them. The questionnaire was mailed to 48 customers in order to collect their responses. The customers were of different profession like businessmen, Government employees etc. The required data were collected directly from them by interacting with them.

V. DATA ANALYSIS AND INTERPRETATIONS

GENDER

MALE	30
FEMALE	17
OTHERS	1
TOTAL	48

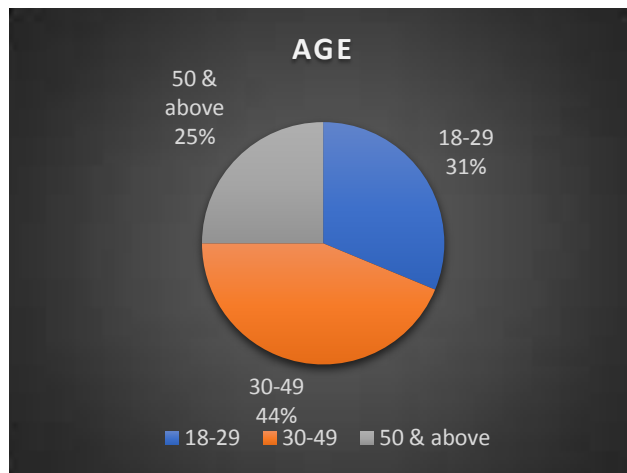


INTERPRETATION:-

From the above graph it is found that 63% of the respondents are male, 35% are females and the rest 2% did not prefer to say their gender.

AGE

18-29	15
30-49	21
50 & above	12
Total	48

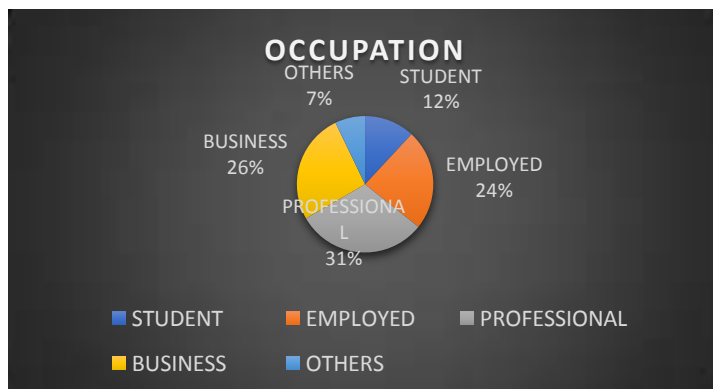


INTERPRETATION:

From the above graph it is observed that 44% of the respondent's ages are from 30-49 years, 31% of them were between 18-29 years and the rest 25% of the respondents age was above 50 years.

OCCUPATION:

Student	5
Employed	10
Professional	13
Business	11
Others	9
Total	48

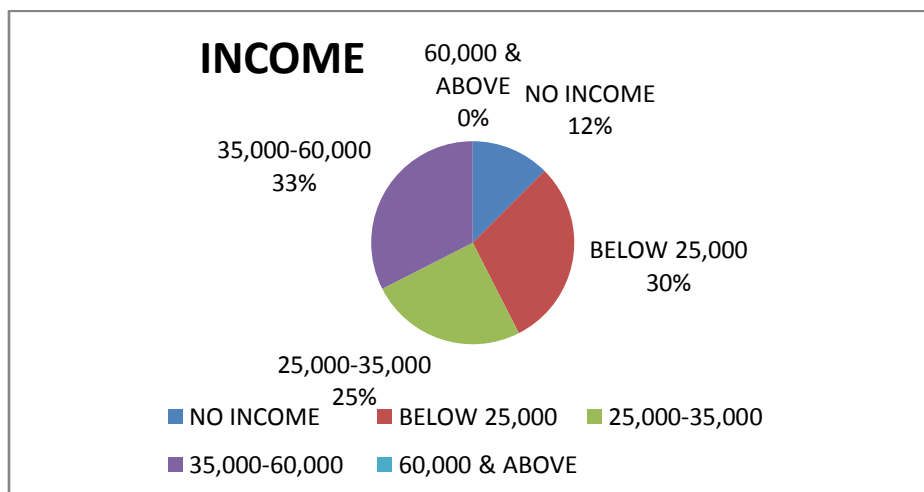


INTERPRETATION:

From the above graph it is observed that 31% of the respondents were professional, 26% were from business background, 24% were employed, and 12% were students and the rest 7% were from other background.

INCOME:

No income	5
Below 25000	12
25000-35000	10
35000-60000	13
60000 and above	8
Total	48

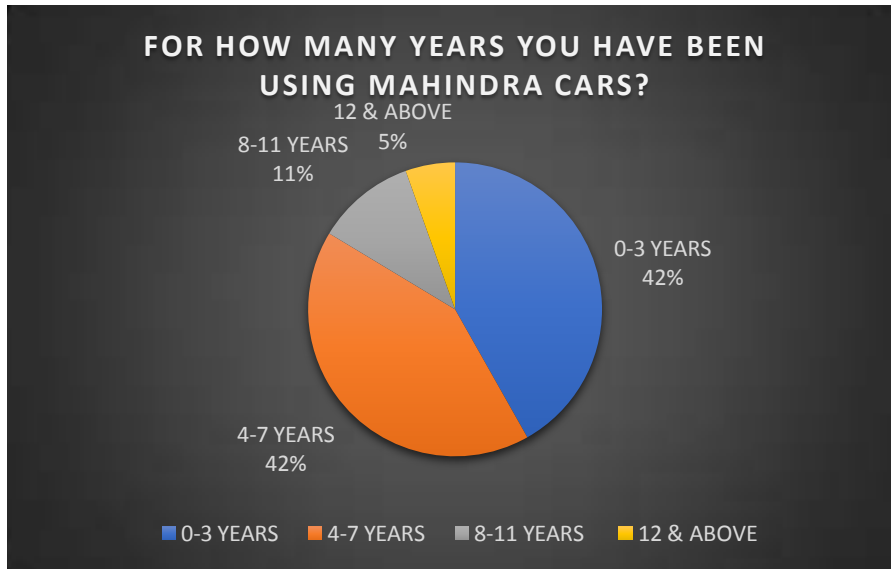


INTERPRETATION:

From the above graph it is observed that 27% of the respondents earns from Rs25,000-35,000, 25% earns from Rs25,000-35,000, 21% below from Rs25,000, 17% earns above Rs60,000 and the rest 10% don't have any income.

FOR HOW MANY YEARS HAVE YOU BEEN USING MAHINDRA CARS?

0-3	16
4-7	23
8-11	6
12 & above	3
Total	48

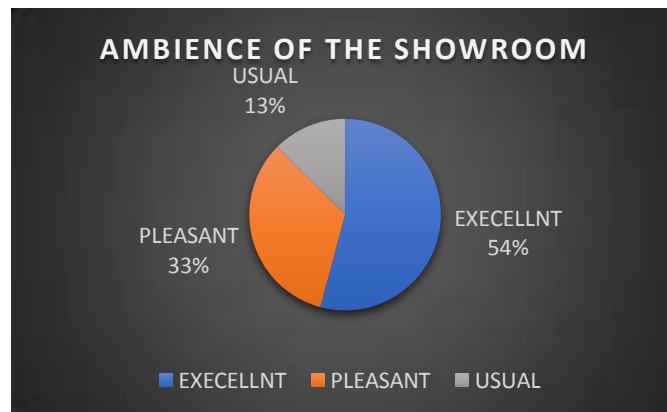


INTERPRETATION:

From the above graph it is observed that 42% of the respondents were using Mahindra cars from 4-7 years, another 42% were using from 0-3 years, 11% were using from 8-11 years and the rest 5% of the respondents were using Mahindra cars above 12 years.

HOW DO YOU FIND THE AMBIENCE OF THE SHOWROOM?

Excellent	26
Pleasant	16
Usual	6
Total	48

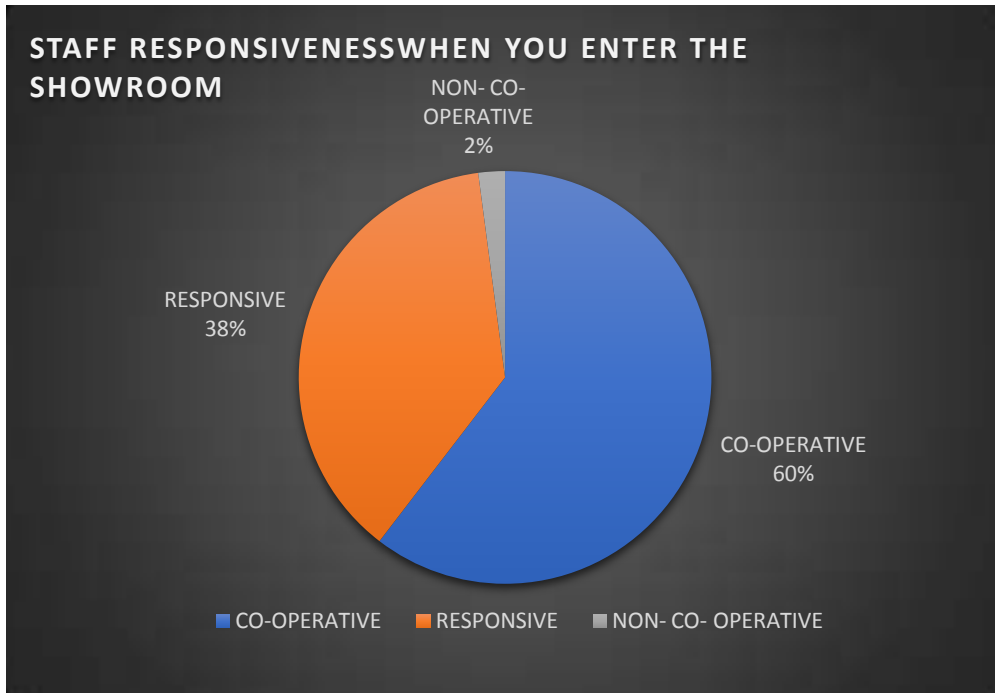


INTERPRETATION:

From the above graph it is observed that 54% of the respondents opted that the ambience of the showroom is excellent and lively, 33% of them found it pleasant, and rest 13% of them stated it to be usual.

HOW DO YOU FEEL THE STAFF RESPONSIVENESS WHEN YOU ENER THE SHOWROOM?

Co-operative	28
Responsive	18
Non-co-operative	1
Total	48



INTERPRETATION:

The above chart shows that, most of the respondent i.e., 60% of them found the showroom staff to be very co-operative, 38% respondents found the staff to be responsive and the rest 2% of the respondents found the staff to be non-co-operative.

WHAT DO YOU FEEL ABOUT THE TIME TAKEN BY THE CUSTOMER CARE DEPT. OF THIS SHOWROOM IN MEETING YOUR NEEDS?

Very quick	18
Reasonable	26
Delayed	4
Total	48

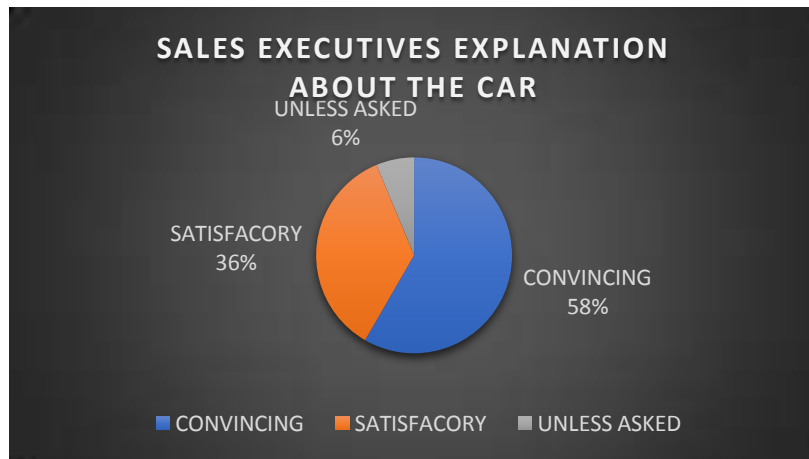


INTERPRETATION:

From the above graph it is observed that time taken is reasonable as stated by the 55% of the respondents, 38% of them found it to be very quick and 7% said it is delayed which needs to be considered seriously.

HOW DO YOU FIND THE SALES EXECUTIVES EXPLANATION ABOUT THE CAR FEATURES?

Convincing	28
Satisfactory	17
Unless asked	3
Total	48

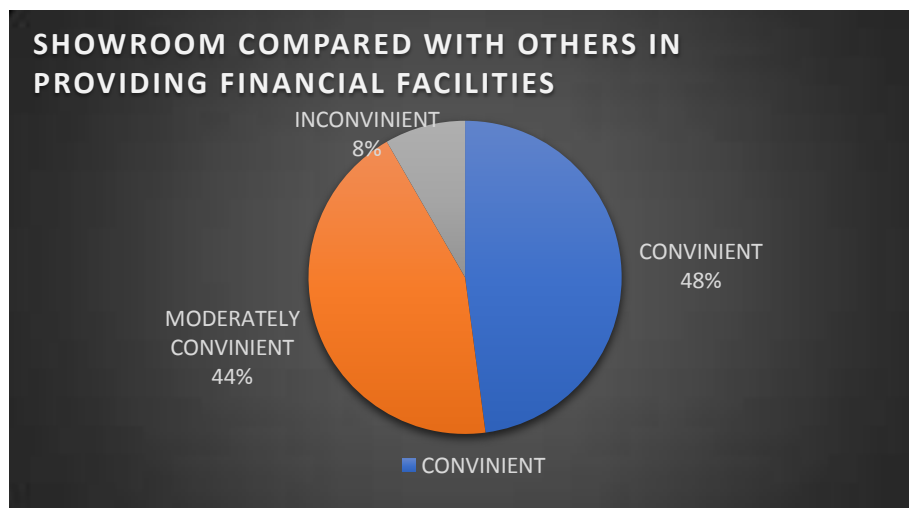


INTERPRETATION:

Out of the 48 respondents, 58% felt the explanation to be convincing, 36% felt it as satisfactory and the 6% felt the sales executive doesn't explain unless asked.

HOW DOES THIS SHOWROOM COMPARED WITH OTHERS IN PROVIDING FINANCIAL FACILITIES?

Convenient	23
Moderately convenient	21
Inconvenient	4
Total	48

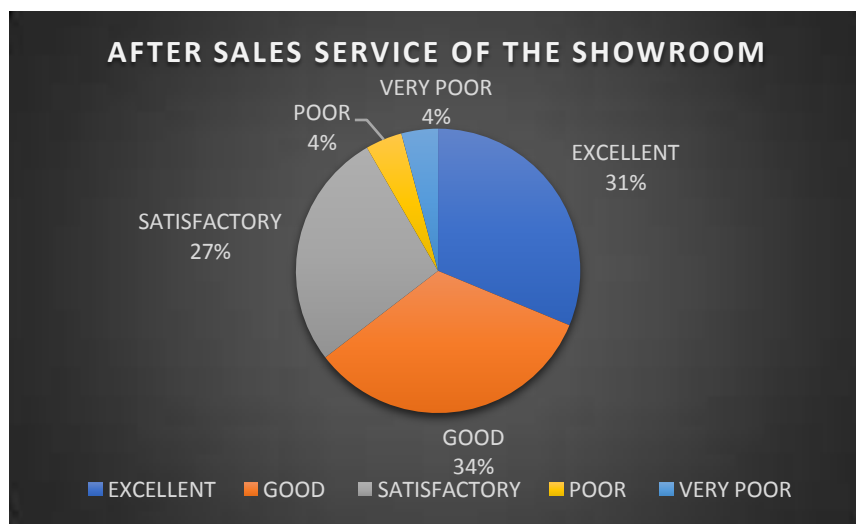


INTERPRETATION:

From the responses it can be observed that the financial facilities provided by the showroom are perceived by 48% of respondents as moderately convenient, 44% feel them to be convenient, and the rest 8% feel them to be inconvenient.

HOW DO YOU RATE THE AFTER SALES SERVICE OF THIS SHOWROOM?

Excellent	15
Good	16
Satisfactory	13
Poor	2
Very poor	2
Total	48

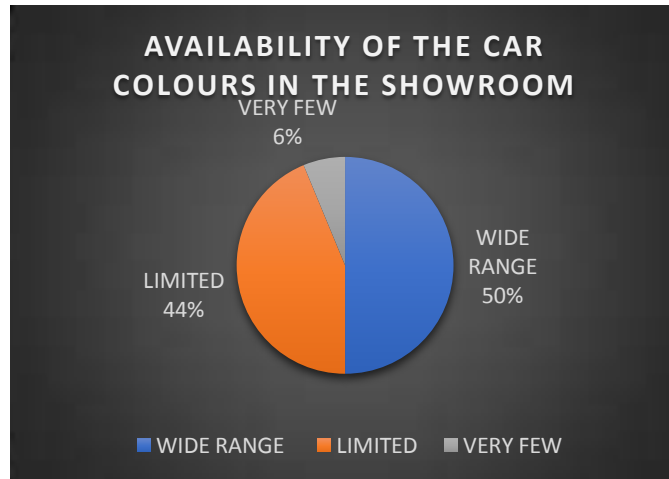


INTERPRETATION:

From the above graph it is inferred that 34% of the respondents stated the after sales service of the showroom was good, 31% said it was excellent, 27% of the respondents said it was satisfactory, 4% of them said it was poor and the another 4% said the after sales service was very poor.

HOW DO YOU FIND THE AVAILABILITY OF THE CAR COLOURS IN THE SHOWROOM?

Wide range	24
Limited	21
Very few	3
Total	48

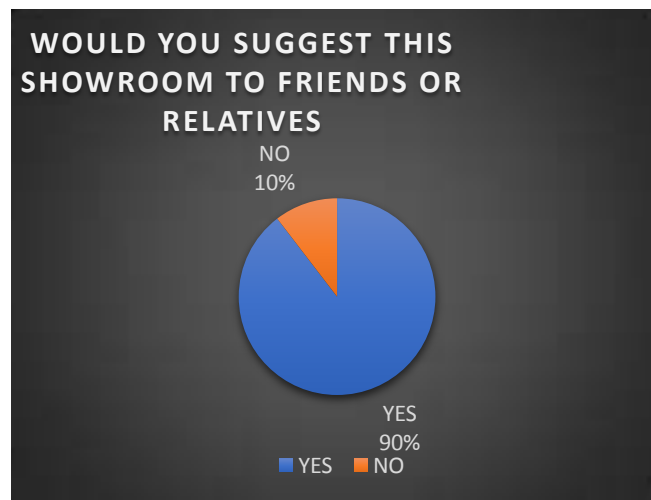


INTERPRETATION:

From the above chart it is found that 50% of the respondents said wide range of car colors are available in the showroom, 44% of them said limited colors car were available and the rest 6% said very few colors of car was available in the showroom.

WOULD YOU SUGGEST THIS SHOWROOM TO YOUR FRIENDS OR RELATIVES?

Yes	43
No	5
Total	48

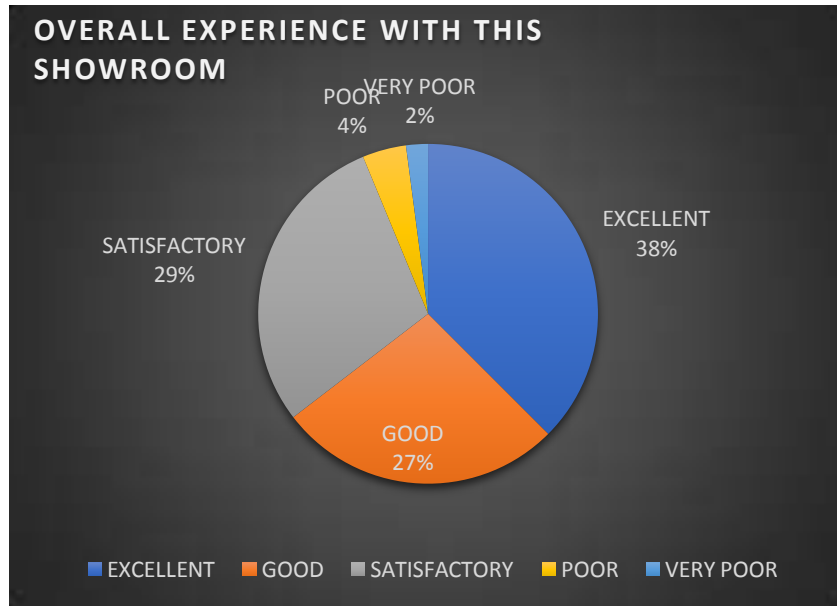


INTERPRETATION:

From the above graph it is inferred that 90% of the respondents said they would like to suggest this showroom to others while only 10% of them said they won't suggest this showroom to their friends or relatives.

HOW IS YOUR OVERALL EXPERIENCE WITH THIS SHOWROOM?

Excellent	18
Good	13
Satisfactory	14
Poor	2
Very poor	1
Total	48



INTERPRETATION:

From the above chart it is observed that 38% of the respondents said their overall experience with this showroom was excellent, 29% said it was satisfactory, 27% of them said it was good, 4% said their overall experience was poor and the rest 2% said it was very poor.

DO YOU THINK GOOD CUSTOMER SALES SERVICE IS PROVIDED TO THE CUSTOMER IN THIS SHOWROOM?

Yes	43
No	5
Total	48



INTERPRETATION:

From the above graph it is found that 46% of the respondents said good customer sales service is provided to the customers and 10% of them they did not like the sales service provided to the customers.

Correlation between customer relationship management and other factors such as focusing on customers, organization efficiency and customer knowledge management

	CRM	
Factors	Correlation	Level of significance
1. focusing on customers	0.82	0.00
2- Organization efficiency	0.78	0.00
3- Customer knowledge management	0.69	0.00

In the above table it can be seen clearly that CRM and the factor focusing on customers are positive and very strongly related, as the correlation index is 0.82. The level of significance is also less than 0.05. Organization of efficiency and CRM also are positively and strongly related, as we can see that the correlation index is 0.78. Customer knowledge management and CRM are also strongly related to each other as it can be seen the correlation index is 0.69.

VI. FINDINGS

From the 48 responses that we got from the customers we conclude the followings:-

- The ambience of the showroom is “excellent” as it stated by more than 50% of the customers.
- The important area of CRM staff responsive is found to be co-operative which shows that the staffs responds to customers even if they are not asked to. It is a very positive approach of the staff towards their customers.
- Time taken to provide services to the customer’s requirement is considered “reasonable” by most of the customers, almost 55% only a few customers stated that they were “quick”.
- It seems most of the customers found the “sales executive explanation” very convincing and only a few stated (6%) that the sales executive don’t explain all the features unless asked.
- The “financial facilities” offered by the showroom seems to be “convenient” and a good 44% respondents stated that it is “moderately convenient”.

- The “after sales services” is stated by most as “Good” and good amount of customers said its “excellent” while 27% said it is “satisfactory” while around 8% stated it to be “poor” so they must try to improve that.
- The availability of varied colours in the showroom seems to be “wide” as it is stated by 50% of the customers which shows that customers are given priority in terms of the various colour variants that they offer.
- Majority of the respondents have agreed to suggest this showroom to their friends and family.
- The overall experience of the showroom is found to be “excellent” as stated by majority of the customers only a very few customers said that it is poor. The factors for the opinions must be analyzed.
- CRM has appositive and strong correlation with focusing on customers, organization efficiency and customer knowledge management.

VII. CONCLUSION

The conclusions that can be drawn from the following data that has been concluded are:-

- Mahindra has a good market share in Bhubaneswar region.
- The company offers good services to the customers so there are satisfied customers.
- Majority of the customers are satisfied with the staff’s responses.
- The showroom has also maintained a good ambience to attract the customers.
- The showroom can speed up the process of fulfilling customers needs which Is a very

important way to have maintain a good relationship with the customers.

- The explanation of the sales executive about the cars is also quite good as stated by the customers.
- Even the customers are also satisfied with the financial services that the showroom provides.
- After analyzing all the facts and figures it can be said that there is a good healthy relationship between customers and the seller.
- The customers are also ready to suggest this showroom to their friends and families.

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