

# A Study on Customer Relationship Management in Nippon Indian Mutual Fund Company, Tirupati

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Date of Submission: 25-04-2024

Date of Acceptance: 04-05-2024

## ABSTRACT

Customer relationship management (CRM) is a widely implemented model for managing a company's interactions with customers, clients, and sales prospects. It involves using technology to organize, automate, and synchronize business processes, principally sales activities, but also those for marketing, customer services, and technical support. The overall goals are to find, attract, and win new clients, nurture and retain those the company already has, entice former clients back into the fold, and reduce the costs of marketing and client services. Customer relationship management describes a company-wide business strategy including customer interface departments as well as other departments. The primary objective of this project is to conduct a study on customer relationship management at Nippon Indian Mutual Fund Company. The sample size taken to conduct the research is 110 employees. The study can be carried through by getting the feedback from the customers and compare those results with the expected results. By studying and comparing the perception of the customers of Nippon Indian Mutual Fund Company, we can get an effective relationship with the customers. It is important that to maintain a strong relationship with customers, this will help Nippon Indian Mutual Fund Company to establish a reasonable share in the market place.

**Keywords:** customers satisfaction, customer relation, CRM

## I. INTRODUCTION

Customer relationship management (CRM) is a era for managing all your company's relationships and interactions with clients and ability customers.

The purpose is easy: Improve commercial enterprise relationships to develop your business. A CRM machine facilitates companies live related to customers, streamline tactics, and improve profitability. Customer Relationship Management is an upright concept or method to solidify relations with customers and at the identical time reducing cost and improving productiveness and profitability in enterprise. An imperfect CRM machine is a centralized collection of information assets below an enterprise and gives an atomistic real time imaginative and prescient of client information. A CRM machine is great and vast, but it's carried out for small enterprise, in addition to big businesses also as the main purpose is to help the clients efficaciously.

## DEFINITION

Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. The goal is simple: Improve business relationships. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability.

## II. REVIEW OF LITERATURE

1.(Ngai, 2005): Customer relationship management (CRM) is a strategic technique aimed toward optimizing interactions with clients at some point of their lifecycle to enhance satisfaction, loyalty, and profitability.

2.(Iriana and Buttle, 2007; Teo et al., 2006): Operational CRM lets in the automation and

control of the enterprise procedures and technology that improve the efficiency of daily operations related to clients Analytical CRM corresponds to the processes of seize and analysis of records this is received throughout the organisation's touch with customers.

3.Three.(Payne, 2006; Rababah et al., 2011): Collaborative CRM integrates customers with the enterprise via severa conversation channels, being liable for handling and integrating the points of touch with customers and the employer's inner methods.

**NEED OF THE STUDY**

- ❖ Maintaining Accurate statistics of purchaser interactions and transactions firm can be display transparency and Accountability.
- ❖ Providing consumer offerings.
- ❖ To the technique of improvement of the business enterprise.
- ❖ Increase the variety of leads coming inside the organisation

**SCOPE OF THE STUDY**

Studying the Nippon mutual funds in consumer courting control (CRM) involves understanding how CRM strategies can be tailor-made to beautify mutual fund income, consumer retention, and pleasure. It might delve into regions

which include customer segmentation, customized communiqué, and leveraging CRM technology to streamline strategies and improve overall purchaser experience in the mutual budget industry.

**OBJECTIVES OF THE STUDY**

- To improve consumer client retention by fostering long time relationships thru Effective communication and help.
- It is to Maximize purchaser life time value and drive sustainable boom.
- To Enhance Customer pride with the aid of presenting customized offerings to individual wishes

**N RESEARCH METHODOLOGY**

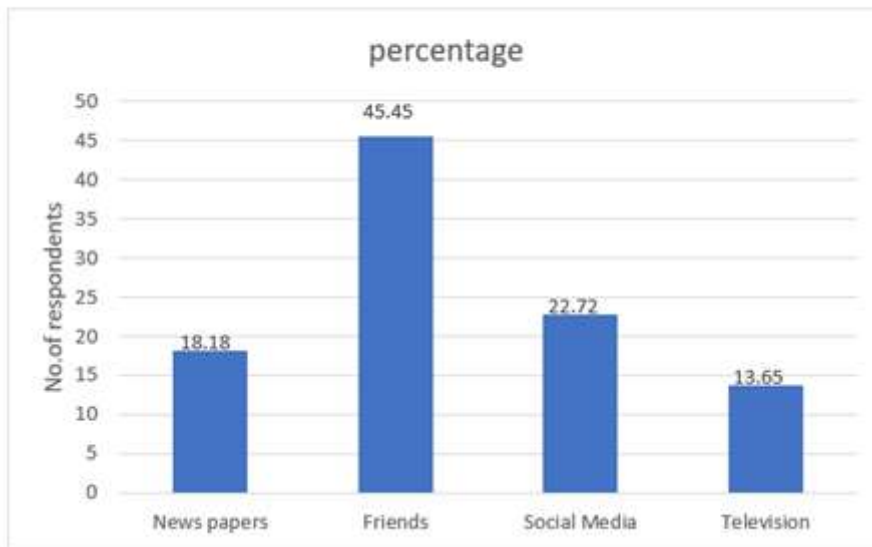
- Data collection : Primary & secondary  
 Primary data : Questionnaire  
 Secondary data: company booklet, company website
- Type of research : Descriptive research
- Research instrument : Questionnaire
- Sample size : 110
- Sampling method : Convenience Simple random sampling
- Statistical tool : Percentage evaluation & Tables Graphs

**III. DATA ANALYSIS**

**Table no:- 4.1** How did you know about Nippon Mutual Funds?

Category	No. of respondents	percentage
News papers	20	18.18
Friends	50	45.45
<u>Social Media</u>	25	22.72
Television	15	13.65
Total	110	100

Graph No. 4.1



Response

INTERPRETATION

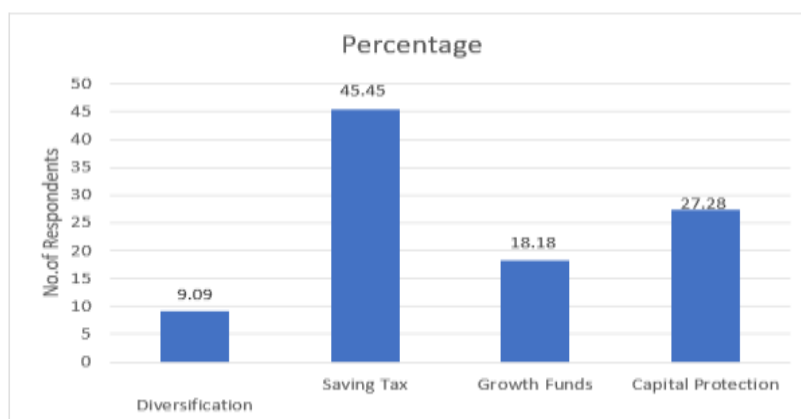
From the above table 18.18% of the respondents are News papers, 45.45% of the

respondents are friends, 22.72% of the respondents are social media and 13.65% of the respondents are Television.

Table no:- 4.2 What type of Services provided by the Nippon Mutual Fund?

Category	Respondents	Percentage
Diversification	10	9.09
Saving Tax	50	45.45
Growth Funds	20	18.18
Capital Protection	30	27.28
Total	110	100

Graph No. 4.2



Response

**INTERPRETATION:**

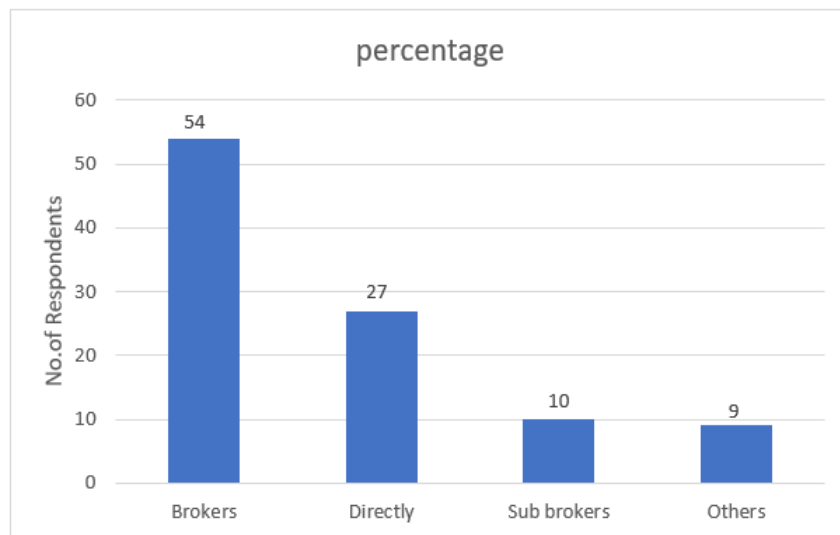
From the above graph shows 9.09% of the respondents are Diversification, 45.45% of the

respondents are Saving Tax, 18.18% of the respondents are Growth Funds and 27.28% of the respondents are Capital Protection

**Table no:-4.3** Where from you Purchase mutual funds?

Category	No.of respondents	percentage
Brokers	60	54
Directly	30	27
Sub brokers	10	10
Others	10	9
Total	110	100

Graph no.4.3



**Response**

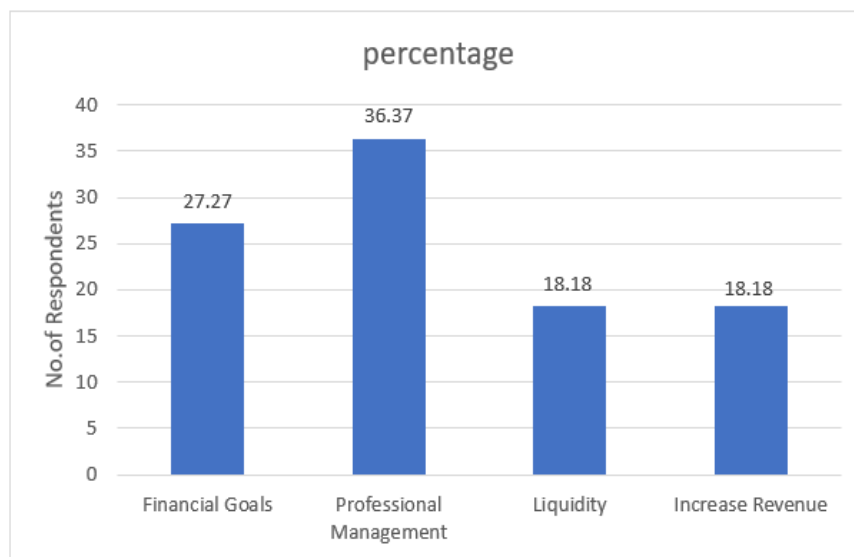
**INTERPRETATION:**

From the above graph shows 54% of the respondents are Brokers, 27% of the respondents are Directly, 10% of the respondents are Sub brokers and 9% of the respondents are others.

**Table no. 4.4** What type of motivate to do mutual funds?

Category	No. of respondents	percentage
Financial Goals	30	27.27
Professional Management	40	36.37
Liquidity	20	18.18
Increase Revenue	20	18.18
Total	110	100

**Graph no.4.4**



**Response**

**INTERPRETATION:**

From the above graph shows 27.27% of the respondents are Financial Goals, 36.37% of the respondents are Professional Management, 18.18% of the respondents are Liquidity and 18.18% of the respondents are Increase Revenue.

**IV. FINDINGS**

- ✓ 45.Forty five% of the respondents are Saving Tax on mutual funds
- ✓ fifty four% of the respondents are Purchase mutual funds on agents
- ✓ 27.27% of the respondents are Financial Goals on mutual finances
- ✓ 36.36% of the respondents a decide upon Investment

- ✓ 63.Sixty three% of the respondents are Monthly returns count on
- ✓ 36.36% of the respondents are distinctly glad on paintings Environment
- ✓ 36.36% of the respondents are noticeably glad providing offerings
- ✓ 63.64% of the respondents are funding dreams in fee relation of mutual budget

**V. SUGGESTIONS**

- To improve the work Environment on Nippon Mutual fund Company.
- To Expand the Money Market funds.
- Focus on Operational cost to the Nippon Mutual fund Company.
- To better at the Risk Reduction on economies scale on funds.

- Company need to enhance Initial public offer on mutual funds scheme
- Improve the Supplier management system to control information to clients.

## VI. CONCLUSION

Concluding at the effectiveness of patron dating management (CRM) in a mutual fund enterprise entails assessing its impact on numerous aspects which includes client delight, retention, and average commercial enterprise performance.

It performs a pivotal role inside the fulfillment of mutual fund groups. By leveraging CRM strategies and equipment efficiently, those groups can foster more potent connections with their traders, leading to extended pleasure and loyalty. Through personalized verbal exchange, centered advertising, and green hassle resolution, CRM complements the overall customer revel in.

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