



CRM – A Tool to Enhance Customer Satisfaction

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Abstract

The paper titled “CRM- A tool to enhance customer satisfaction” is about managing a company’s relation with their customers. It focuses on customer purchasing patterns and evaluates customer loyalty and Amazon satisfaction. It also boosts sales operations for marketing, customer service, and tech support. By comparing and contrasting the opinions of Amazon's customers, we may create a productive working relationship. Maintaining a strong relationship with clients is essential. This will help Amazon gain a respectable portion of the market. The purpose of the study is to provide a critical viewpoint on CRM, beginning with the definitions of customer relationships and how they correspond. The research utilizes the questionnaire technique to comprehend the customer's viewpoint through customer input and how the CRM is efficiently functioning in Amazon.

Keywords: Customer Relationship Management; Customer satisfaction; Customer loyalty; Customer relationship; Amazon

1. Introduction

The biggest management challenge for businesses is to serve and maintain an effective relationship with a king - the customer. CRM is an innovative technology that aims to enhance customer satisfaction, loyalty, and profitability through the acquisition, development, and maintenance of productive customer relationships and interactions. It is the process of managing a cooperative and collaborative relationship between the buyer and seller. In the very competitive business environment of today, offering an outstanding customer experience is essential [1]. Customer loyalty and happiness are closely linked to a pleasant user experience, which eventually affects any business's ability to succeed. Customer interactions can also occur when clients engage with your chatbot, read self-help articles, or receive proactive emails from you. Every contact and involvement with customer care counts. Understanding CRM systems and their implementations can add significant value to businesses by improving customer relationships, increasing sales, and optimizing marketing efforts. It can enhance career prospects, especially in roles

related to sales, marketing, customer service, data analytics. By using CRM effectively, you can create and deliver more value to the customers and ultimately grow business and reputation.

2. Method

The present study is empirical in nature table 1. The questionnaire is used to collect data from primary sources, and websites, research papers, table 2 online journals, reviews of published publications, and the internet are used to collect data from secondary sources table 3. With a sample size of 100, a simple random sampling procedure is applied. Data analysis is done using statistical tools such as ANOVA and regression hypothesis testing table 4. The study was limited to Hyderabad.

Table 1. Experimental input parameters for CRM

CRM Practices	Customer loyalty
27	27
38	9
19	1
16	43
0	20

2.1 Summary Output

Table 2 Regression Statistics

Regression Statistics	
Multiple R	0.332010821
R Square	0.110231185
Adjusted R Square	-0.334653222
Standard Error	18.00581883
Observations	4

Table 3 ANOVA Regression

ANOVA					
	Df	SS	MS	F	Significance F
Regression	1	80.33	80.33	0.247	0.66
Residual	2	648.41	324.2		
Total	3	728.75			

Table 4 Intercept

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	23.425	13.753	1.703	0.230641	-35.75	82.60	-35.7524	82.604
27	-0.283	0.56	-0.497	0.667	-2.735	2.1678	-2.735	2.1678

3. Results and Discussion

3.1 Results

As per our study we derived several findings, as follows-

- Approximately 55% of the participants expressed a high likelihood of using Amazon's services in the future, similar to what they do now, while 11% expressed uncertainty about doing so [2].
- It is obvious that 65% of the respondents think the CRM of amazon is always beneficial for customers in maintaining effective relationships.

31% of the respondents say CRM is beneficial sometimes. Only 2% of those surveyed assert that Amazon's CRM rarely aids in maintaining effective relationships [3].

- 38% of respondents claims that amazon maintain customer relationships through its CRM practices, which is consistent with the majority of respondents' claims. Only 16% of respondents affirmed that the company rarely maintains customer relationships through its CRM practices [4].
- 27% of all the respondents think that CRM personalize the customer experience to enhance loyalty. Only 1% of the respondents believe there's no impact. 43% of those surveyed assert that CRM practices on loyalty is rare and only 20% of the respondents believe that CRM personalize the customer experience to enhance loyalty.

3.2 Discussion

- The age group of 25-35 years old has a large purchasing power and excellent financial comprehension, thus the corporation should focus on attracting them.
- The corporation has the option to alter its communication approach, such as maintaining daily contact with customers, in order to prevent delays in product development in order to sustain long-term relationships.
- The company can change its communication method i.e. they can communicate to the customers on daily basis to avoid the gap on product development.
- The company can implement CRM practices by enabling personalized interactions and addressing customer needs more effectively.
- The business has to let current clients know about its new offerings. Business advisors are required to visit customers using the data supplied; they are not required to delay visits needlessly.

Conclusion

CRM is a management strategy for conducting business with both present and future clients. This research reviews the available literature in order to



theoretically access the impact of customer relationship management on customer engagement and satisfaction. According to the report, there is a clear and positive correlation between CRM and customer loyalty and satisfaction. consumers are more inclined to stay repeat consumers after they are satisfied. We work with the organization to analyze customer records data and enhance customer connections, emphasizing client loyalty and, eventually, revenue development.

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