A Study On The Impact Of Customer Relationship Management On Sales At Bharath Rubber India Limited, Madurai.

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Abstract- *This project examines the impact of Customer Relationship Management (CRM) on sales performance at Bharath Rubber India Limited. The study aims to understand how CRM practices influence customer satisfaction, loyalty, and revenue generation. Data was collected through surveys and interviews with employees and customers, alongside analysis of sales records. The results indicate a strong positive correlation between effective CRM strategies and improved sales outcomes. The study highlights the importance of personalized communication, customer support, and data-driven engagement in enhancing customer retention and driving business growth.*

Keywords- Customer Relationship Management, CRM strategies, and business growth.

I. INTRODUCTION

Customer Relationship Management (CRM) is a strategic approach that businesses use to manage and enhance customer interactions. Building and maintaining strong customer relationships is crucial for long-term success in today's highly competitive market. CRM is not just a technological tool but a comprehensive strategy that involves understanding customer needs, improving communication, and fostering loyalty through personalized experiences.

Businesses across industries leverage CRM systems to streamline operations, track customer interactions, and analyze data to gain valuable insights. By integrating CRM software, companies can automate processes such as sales tracking, marketing campaigns, and customer service, ensuring efficiency and consistency in customer engagement. These systems enable organizations to tailor their services and products to meet customer preferences, ultimately leading to increased satisfaction and retention rates.

The evolution of CRM has been shaped by advancements in technology, particularly in artificial intelligence, data analytics, and cloud computing. Modern CRM solutions enable businesses to predict customer behavior, offer proactive support, and create a seamless omnichannel experience. With the rise of social media and digital marketing, CRM tools have become even more essential, allowing businesses to engage with customers across multiple platforms in real-time.

Effective CRM implementation requires a customer-centric approach, where businesses prioritize relationship-building over mere transactions. Understanding customer expectations, providing timely support, and continuously improving products and services are key components of a successful CRM strategy. Additionally, employee training and organizational commitment play a vital role in ensuring that CRM initiatives align with business objectives.

In a world where customer preferences are constantly evolving, businesses must adapt to stay ahead. CRM not only facilitates better customer relationships but also enhances operational efficiency, driving profitability and business growth. As companies continue to embrace digital transformation, CRM remains an indispensable tool in creating meaningful and lasting connections with customers.

II. REVIEW OF LITERATURE

- **Vidya and Shanthi (2021)** investigated the performance of E-CRM of public sector banks in Chennai City, India. In this research, Convenience sampling was used to gather data from 150 respondents, and frequency distribution, ANOVA, correlation, and multiple regression were used for analysis. examination. The findings showed that information trust was the most important element influencing how well E-CRM performed in banks. The writers came to the conclusion that banks should give their clients accurate and current information as well as dependable and secure services and precautions. Additionally, the authors disclosed that banks ought to increase their investments in the ECRM system in order to offer goods and services that best satisfy the demands and preferences of their clients.

- **Khanh et al., (2021)** studied the impact of organizational factors on the successful implementation of E-CRM in the context of airline industry of Vietnam. The data was collected from 241 respondents who worked for Vietnamese airlines provided the data, which was then evaluated using SEM and correlation. The findings showed that the success of E-CRM was positively impacted by organizational characteristics.Additionally, examined were the indirect effects of organizational characteristics on the performance of E-CRM through knowledge management, CRM strategy, customer orientation, and data quality. The results showed that the most important element influencing the success of E-CRM was customer orientation, which was followed by knowledge management and technology.

- **Kampani and Jhamb (2020)** reviewed the literature to learn more about the various customer relationship management (ECRM) strategies and apps that have been used in the e-commerce business in the past, as well as to investigate the function of ECRM in building and sustaining relationships with customers. The authors discovered that E-CRM offers several advantages concerning the e-commerce sector, including lower expenses, increased revenue, enhanced value chain efficiency, building ties with customers and building brands. With the aid of E-CRM, the e-commerce sector has communicated with its clientele via various multi-channel platforms, including websites, fax machines, and emails. This has allowed them to expand their clientele by providing more individualized goods and services, greater convenience, and the development of enduring relationships with their clients.

- **Abdi et al. (2020)** examined the effects of E-CRM on service attributes and quality of customer-bank relationships in Tehran, Iran. The authors put forth a model with E-CRM as the independent variable and service qualities (as determined by information, customer convenience, and communication) as the mediating variables. As a dependent variable, the quality of the customer-bank connection is assessed by trust, overall relationship quality, satisfaction, loyalty, commitment, and referrals to others. Stratified random sampling was used to gather data from 485 respondents, and ANOVA, least significant difference (LSD), and SEM-AMOS were used for analysis. The effect of 17 education on E-CRM, service qualities, and the quality of the customer-bank relationship was investigated using ANOVA, and it was discovered that education significantly improved all three factors.

- **Sharma (2019)** conducted exploratory research to investigate the factors influencing ECRM in Indian banks, both public and private. Data was acquired from 363 clients in Delhi/NCR (India) using simple random sampling. The analysis included independent t-test, EFA, CFA, and SEM-AMOS. EFA identified six key factors: E-CRM core services, quality service, website security, customer satisfaction, company strategy, and trustworthiness. CFA confirmed the validity of the six factors, and SEM-AMOS analysis revealed that E-CRM had the greatest impact on website quality and security, followed by customer satisfaction, core services, corporate strategy, quality service, and trustworthiness.

OBJECTIVES OF THE STUDY:

- To ascertain client opinions regarding the complaints handling at Bharath Rubber India Limited.
- To ascertain the customer's needs on CRM-based interactions.

III. RESEARCH METHODOLOGY:

Research methodology is a fundamental aspect of any study, as it outlines the process followed by the researcher to carry out the project. The term "research" signifies the method or approach used to achieve a specific goal. In today's world, which thrives on scientific progress, adopting a scientific outlook is essential across all disciplines.No field of study can progress without a proper methodology. The methodology employed in this research is briefly described below.The population is unknown and the sample size is 150. The study is descriptive. The data are collected through a structured questionnaire using a convenience sampling technique.

IV. DATA ANALYSIS AND INTERPRETATION

TABLE SHOWING WHERE THE RESPONDENTS FIRST HEARD ABOUT THE BRIL

WHERE THE RRESPONDENTS FIRST HEAR ABOUT THE BRIL	NO. OF RESPONDENTS	PERCENTAGE
Word of mouth	70	46.67
Newspaper	26	17.33
Online search	27	18
Trade shows	27	18
TOTAL	150	100

INTERPRETATION:

The table shows that 46.67% of the respondents are heard by word of mouth, 18% of the respondents are heard by both online search and trade shows and 17.33% of the respondents are heard by newspaper.
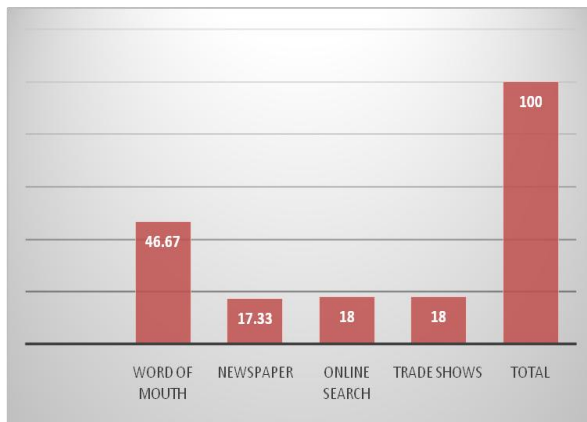

TABLE SHOWING THROUGH WHICH CHANNELS THE RESPONDENTS MOSTLY INTERACT WITH THE COMPANY

THROUGH WHICH CHANNELS THE RESPONDENTS MOSTLY INTERACT WITH THE COMPANY	NO. OF RESPONDENTS	PERCENTAGE
Website	8	5.33
Social media	22	14.67
Email	29	19.33
Phone calls	61	40.67
In-person visits	30	20
TOTAL	150	100

INTERPRETATION: Table 4.1.11 shows that 40.67% of the respondents interact through phone calls, 20% of the respondents interact through in-person visits, 19.33% of the respondents interact through email, 14.67% of the respondents interact through social media, 5.33%of the respondents are interacting through the website.
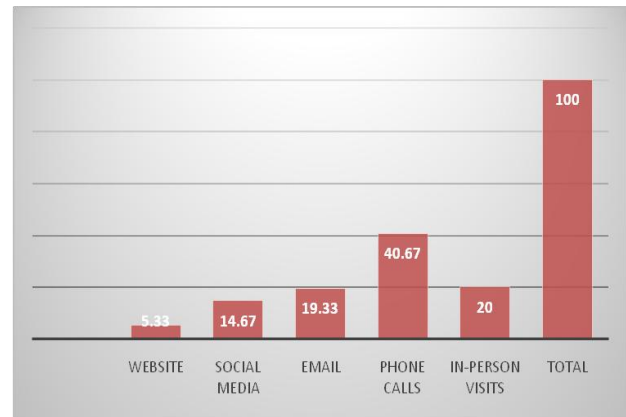
STATISTICAL TOOLS:

ONE-WAY ANOVA CLASSIFICATION

Null hypothesis (Ho):

There is a significant difference between the type of respondents and the Satisfaction with the accuracy of information provided by sales representatives.

Alternate hypothesis (H1):

There is no significant difference between the type of respondents and the Satisfaction with the accuracy of information provided by sales representatives.

Descriptive Statistics:

Type of Respondent	Number of Respondents (N)	Mean Satisfaction Score	Standard Deviation
Dealer	15	4.07	1.03
Retailer	125	4.32	1.00

ANOVA Result:

Source of Variation	F-Statistic	p-value
Between Groups	0.846	0.359

INTERPRETATION:

The calculated value of F is greater than the tabulated value. Hence, we reject the null hypothesis and conclude that there is no significant difference between the type of respondents and the satisfaction with the accuracy of information provided by sales representatives.

CORRELATION:

Null Hypothesis (H0):

There is a positive relationship between frequent purchases from this company and personalized communication from this company.

Alternative Hypothesis (H1):

There is a negative relationship between frequent purchases from this company and personalized communication from this company.

	Frequent purchases from this company	*Received personalized communication from this company*
Frequent purchases from this company	1	-0.73437
Received personalized communication from this company	-0.73437	1

r = -0.734.

INTERPRETATION:

Since r is negative, so there is a negative relationship between the frequent purchases from the company and personalized communication from this company.

V. FINDINGS

- The majority of the respondents first heard about the BRIL from word of mouth.
- The majority of the respondents mostly interacted with the company through phone calls.
- There is no significant difference between the type of respondents and the satisfaction with the accuracy of information provided by sales representatives.
- There is a negative relationship between frequent purchases from the company and personalized communication from this company.

VI. SUGGESTION

- To eliminate gaps in product development, the organization might implement frequent connections with customers.
- Improve member skills for more effective service delivery.
- The organization should use ETOP to scan the environment and provide more sub-categories of services that align with rivals' offers.
- Regular client feedback can assist improve the SDLC process by identifying setbacks that require adjustment.

VII. CONCLUSION

- The response levels of Bharath Rubber India limited customers were good and the problems were rectified with the least support system.
- The overall customer services provided by Bharath Rubber India Limited were good.
- The customers" expectations are yet to be met by Bharath Rubber India Limited to provide customized offers and discounts and also tailored messages for every individual customer. This can be achieved only through effective CRM software.

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