A Review Study of Customer Relationship Management (CRM)

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ABSTRACT
The Customer Relationship Management (CRM) system plays an important role in all business activities. It plays a major role especially in service managements where, customer acquisition, rendering the needed service and retain them by giving value for their cost for a long period of time, and improve continuous revenue from that customer. CRM in highly competitive cell phone service helps the service provider in extending the service as well as support in acquire, serve and retain the cell phone users. In this work we have tried to determine the impact of Customer Relationship Management system in confirming the concept of customer loyalty among the cell phone service providers in Punjab cities.

Keywords---- CRM, Mantra, Schemes

I. INTRODUCTION
The essence of the information technology revolution, in specially, the World Wide Web provides opportunity to create better relationships with customers that was not possible earlier. By combining the abilities to respond directly to customer requests and to provide the customer with a highly interactive, customized experience, companies have a greater ability today to establish, nurture, and sustain long-term customer relationships than ever before. The ultimate goal is to transform these relationships into greater profitability by increasing repeat purchase rates and reducing customer acquisition costs. This revolution in customer relationship management has been referred to as the new “mantra” of marketing. Traditionally, marketers have been trained to acquire customers, either new ones who have not bought the product category before or those who are currently competitors’ customers. This has required heavy doses of mass advertising and price-oriented promotions to customers and channel members. Today, the tone of the conversation has changed from customer acquisition to retention. This is a different issue and requires different strategies and new set of tools.

Customer Relationship Management (CRM) is a fundamental business of every enterprise and it requires a holistic strategy and process to make it successful. It is a comprehensive approach which provides seamless integration of every area of business that touches the customers - namely marketing, sales, customer service and field support - through the integration of people, process and technology, taking advantage of the revolutionary impact of the Internet. This paper broadly divided into

II. CUSTOMER RELATIONSHIP MANAGEMENT MODELS
In particular, it gives a panoptic view of the CRM elements namely purchase decision, customer loyalty, pricing, customer experiences and preferences, customer expectations and customer satisfaction. The main aim of this chapter is to identify the gaps in the national and international literature regarding customer relationship management to culminate the factors exactly influencing the customers to become a loyal customer in Cell phone services.
2.1 Acquisition Process

Acquisition process is an important phenomenon to measure the effectiveness of CRM in all service industry. The initial strategy, customer retention strategy and customer satisfaction strategy are the direct outcomes of purchase decision notions of the consumers. The consumers before make their decisions, analyze every particle of evidence in terms of their need, quality of service, pricing and product utility. Acquisition process is a crucial phenomenon and is an indispensable aspect in consumer behavior research. The acquisition process leans upon the information of the product, experience of the customer with the product, cost of the product and its expected utility. The external influences like friends, relatives, peer groups, advertisements, schemes like discounts, advertisements are also playing the major role in inducing the consumers to start the acquisition decision process. The following reviews are found useful to identify the conspicuous gaps

2.2 Customer Constancy

Customer constancy is a rapidly changing psychological aspects prevailing among consumers. The customers of any service industry as well as manufacturing industry are bound to express their loyalty after a optimistic experience with the product and cost.

2.3 Pricing

Pricing policy is an important consumer behavioral aspect to derive the level of satisfaction of consumers and their elevation to the status of loyal consumers. The customers of any product or service expect proportionate price or cheap cost for their product as well as their service. Keeping their price in their mind they also work out a proportionate with quality of product and service. Nevertheless the following reviews highlight the impact of price on customer loyalty as well as the perceptational change in their purchase behavior.

2.4 Consumer Experiences and Preferences

In services industry the consumers are highly meticulous in the complaining behavior than they go for the experience with the product. In the liberalized and globalised economy, the consumer awareness possessed huge dimensions and consumers are inclined to take several preferences before they go for purchase. Consumer preference forms the initial stage of CRM. When the service provider is able to identify the consumer’s preferences and is able to cater with the services they have, a highest level of satisfied customers which turns out in order to convert the customer into loyal customers.

2.5 Customer Expectations

The customer expectation process are actually the need recognition, identification of product characteristics, price and quality. The customers expect an optimistic influence from the product they purchase or the service they enjoyed. The reviews at national and international level state that the customer expectation and satisfaction are the ultimate to identify their purchase behavior in an exhaustive manner.

2.6 Customer Satisfaction

Customer satisfaction is a composition of customer expectation, experience along with the maximum utility of the product. The literature reviews on customer satisfaction clearly reveals, that the culture plays a role for the expectation as well as to reach the point of culmination in their satisfactory approach of customers.

III. COMPONENTS OF CONSUMER EXPECTATIONS

Consumer expectations embrace several different elements including desired service, adequate service, predicted service and a zone of tolerance that falls between the desired and adequate service levels.

3.1 Desired Service

It is the type of service that consumers hope to receive. It is a perceived wish - for level of service – a combination of what consumers believe and delivered by the service providers in the context of the personal needs.

3.2 Adequate Service

It is defined as the minimum level of service which consumers will accept without being dissatisfied.

3.3 Predicted Service

The level of service that consumers actually anticipate and receive is known as predicted service and directly affects how they define adequate service on any given occasion.

3.4 Zone of Tolerance

The important nature of services makes consistent service delivery difficult across employees in the same company and even by the same employee from one day to another. The extent to which consumers are willing to accept this variation is called the zone of tolerance. The zone of tolerance can increase or decrease for individual consumers depending on factors such as competition, price or importance of specific service attributes. The product attributes, characteristics and methods of evaluating the product by the customers, promotional marketing mix of the marketers possess deep impact in creating the fundamental building blocks of customer loyalty.

IV. FACTORS INFLUENCING CRM ON CELL PHONE SERVICE PROVIDERS

DEMOGRAPHY OF CONSUMERS

Consumer demographics are objective and quantifiable in nature. They are rather easy to identify, collect, measure and analyse and show diversity around the globe. Factors determining a consumer’s demographic profile are such as age, gender, occupation, education qualification, marital status, ethnicity/race, lifestyle, income, mobility, housing and location. The demographic
variables determine their preferences, expectations and their satisfaction level. The terms demography and demographics come from the Greek word demos, meaning “people”. Demography may be defined as the study of the size, composition (for e.g. by age or racial group) and distribution of the human population in relation to social factors such as geographic boundaries. The size, composition and distribution of population in any geographic market will clearly influence marketing.

4.1 DEMOGRAPHIC DETAILS AND THEIR IMPACT ON CONSUMER BEHAVIOUR

4.1.1 GENDER OF THE CONSUMER

Gender has its significance in identifying certain behavioral aspects of consumers. It has deep association with certain durable and non-durable products and compels the consumers to take a particular purchase decision. The following frequency distribution presents the number of male and female consumers of cellular operators in Punjab city who are considered for the purpose of the research.

<table>
<thead>
<tr>
<th>Sex</th>
<th>Frequency</th>
<th>Percentage</th>
<th>Valid Percentage</th>
<th>Cumulative Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>233</td>
<td>60</td>
<td>60.3</td>
<td>60.2</td>
</tr>
<tr>
<td>Female</td>
<td>124</td>
<td>38</td>
<td>37</td>
<td>98</td>
</tr>
<tr>
<td>Total</td>
<td>357</td>
<td>78</td>
<td>81</td>
<td></td>
</tr>
</tbody>
</table>

From the above table, it is found that 60 percent consumers are male and 38 percent consumers are female. So, this implies that the sample comprises more number of male consumers of cellular operators.

V. CONCLUSION

This paper completely analyzed the socio-economic profile, attributes of service providers and their factors influencing the purchase decision of consumers in particular the segmentation of respondents based on the characteristics features and their perception towards CRM strategy and loyalty of consumers towards service providers.

REFERENCES