

A Study on Client Acquisition Strategy Towards Datapattern with Reference to Coimbatore

HARSATHABINAV M¹, P.GOPIKA²

¹School of Management Studies, Karpagam College of Engineering,
Coimbatore, India

²Assistant professor, School of Management Studies,
Karpagam College of Engineering, Coimbatore, India

ABSTRACT

Client acquisition is a critical factor in determining the growth and sustainability of organizations operating in competitive markets. This study focuses on analyzing the client acquisition strategies adopted by DataPattern with special reference to Coimbatore. The research aims to understand the effectiveness of various marketing approaches, customer engagement techniques, and relationship management practices in attracting and retaining clients. Both primary and secondary data have been utilized to evaluate customer preferences, market trends, and competitive positioning. The findings highlight the importance of targeted marketing, digital presence, and personalized service in enhancing client acquisition outcomes. The study concludes by suggesting strategic improvements to strengthen customer base and long-term business performance.

Keywords: Client Acquisition, Marketing Strategies, Customer Engagement, Business Growth

INTRODUCTION

Client Acquisition

client acquisition refers to gaining new consumers. Acquiring new clients involves persuading consumers to purchase a company's products and/or services. Companies and organizations consider the cost of client acquisition as an important measure in evaluating how much value clients bring to their businesses. Client acquisition management refers to the set of methodologies and systems for managing client prospects and inquiries that are generated by a variety of marketing techniques. Some successful client acquisition strategies include client referrals, client loyalty programs, and the like. One way to think about client acquisition management is to consider it the link between advertising and client relationship management, as it is the critical connection that facilitates the acquisition of targeted clients in an effective way.

THE CLIENT ACQUISITION PROCESS

Client acquisition requires forethought and strategies. In fact, there are many different client acquisition strategies that are used as part of the client acquisition process. Some client acquisition methods are more effective with specific types of clients, but there are a few basic steps that are included in any type of client acquisition plan. The first step of any basic client acquisition plan is to identify quality potential clients. One client acquisition strategy involves reaching out to potential clients through call centers and mailing lists.

These client acquisition methods allow companies to determine which individuals and businesses express interest in or already use products similar to those of your company. Next, companies qualify the leads a little further using various research methods to determine the viability of the given lead. If the chances seem likely that you will be able to acquire this new client, his status is upgraded to that of prospect and assigned to a salesperson for further interaction. Many client acquisition programs then include establishing a relationship with prospects to identify their needs and determine how the products offered relate to those needs.

STATEMENT OF THE PROBLEM

Problem focus several firms had been engaging in production and marketing of instant Data Patterns (India) Ltd., Coimbatore Hence, the consumers had greater options to choose from. In this context, a study on client Acquisition Strategy was deemed to be important to understand the buying behavior and preferences of different consumers. Understanding the consumer behavior would help the firms in formulating strategies to cater to the needs of the consumer and thereby increase their market share. Consumer's durable quality was found to change rapidly, especially in a dynamic environment.

OBJECTIVES OF THE STUDY

Primary objectives:

A Study on Client Acquisition Strategy towards Datapattern.with reference to Coimbatore.

Secondary Objectives:

- To know the level of satisfaction of the clients towards the relationship.
- To recognize the factors which influences the client satisfaction
- To suggest the firm to increase the client satisfaction and Acquisition Strategy
- To identify the present condition of seeking job through internet
- To investigate the expenses and trustworthiness of internet to the job-seeker
- Develop and purify a scale to measure the perceived benefits of e-recruitment process from the viewpoint of the organization (recruiter)
- Validate the scale of the perceived benefits
- To procure talent using E- Recruitment techniques and fulfil the position given by the client companies.

SCOPE OF THE STUDY

- The scope of the study is researching between the Datapattern and their client.
- The study has explained about the preference of the students.
- This study also helps to know the factors which influence the subscriber to buy this product and also helps to know the schemes, offers, etc.
- To know the subscriber view about the price, quality, service, durability and availability of the product.

LIMITATIONS OF THE STUDY

- Some retailers were not able to understand some of the questions.
- Due to easy availability and convenience large number of unsuitable candidates may apply hence increasing screening effort.
- Limited reach of the medium in some parts of the country
- In order to make their profile attractive, many applicants give fake referrals with some times fake service certificates which again takes more time for the HR managers to select a genuine candidates.
- As some job portals are coming out with a standardized format for filling the profile, the applicant cannot highlight his /her skill set.

REVIEW OF LITERATURE

Parasuraman, Zeithmal, and Berry (2024) agreed that Acquisition Strategy is one of the basics of client satisfaction. In addressing the relationship between Strategy and satisfaction, they studied a model developed. Oliver's model combines the two concepts and proposes that perceived Acquisition Strategy is antecedent to satisfaction. The outcomes showed that Acquisition Strategy leads to satisfaction. compared Strategy with satisfaction. They defined Strategy as a form of attitude, a long run overall evaluation, while satisfaction as a transaction-specific measure. Based on such definition, it is considered that perceived Strategy is a global measure, and so, the direction of causality was from satisfaction to Acquisition Strategy

(Gallifa & Batalle, 2024) Consumers are not only concerned with how a service is being delivered but most importantly with the quality of output they receive. Positive perception on quality of services being delivered occurs when it exceeded clients' expectations. In the context of ensuring sustainability of higher learning, institutions require

them to continuously strive towards meeting and exceeding students' expectations. The main purpose of this research is to examine the relationship between Strategy and students' satisfaction at higher educational institutions in Malaysia.

Batalla-Busquets, (2025) Many universities in emerging countries like Vietnam still do not consider students as clients to serve. This point of view can be very detrimental to universities. Thus, universities must treat students as clients to serve and provide committed services to students. Meeting students' needs such as information inquiries, course selection, enrollment, tuition, and other administrative procedures before, during and after e-learning courses must be fast, accurate, and convenient. Universities must maintain both physical and online offices to meet students' information inquiry needs 24/7. Students will be more satisfied if their interests are always appreciated by university staff.

Kilburn et al., (2025) The e-learning system is manifested through the university's e-learning website. Therefore, e-learning system quality can be considered as the quality of the e-learning website and is related to the capability of hardware and software used to meet online teaching and learning's needs. Universities providing e-learning services must ensure that the e-learning system's software and hardware are modern and compatible so that the e-learning system operates smoothly and reliably. Note that items that make up e-learning system quality in this study are primarily related to ease of use, security/ privacy, and accuracy.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve research problem. Research methodology is understood as a source of the study how to research is done scientifically. The various steps adopted by a researcher in studying the research problem along with the logic. The project work entitled "A study on clients Acquisition Strategy towards Data Patterns (India) Ltd., Coimbatore.

A) Study Area

The study area focuses on Data Patterns (India) Ltd., Coimbatore. It examines the client acquisition strategies adopted by the company to expand its customer base.

B) Research Design

The research designs constitute the blue print for the collection, measurement and analysis of data. There are types of research design; they are exploratory research design, experimental research design and describe and diagnostic research design. The research had adopted descriptive research design for the study.

Sample Design

A sample is a subset from the total population. A sample is a subset from the total population. It refers to the techniques or the procedure to the research would adopt in selecting items for the sample (i.e) the size of the sample.

POPULATION FRAME: This includes the list of 130 respondents (refer to the analysis of data).

Methodology of the data collection

A descriptive research was undertaken to the study of the problem. The study is descriptive in nature. Descriptive research is those which are concerned with describing the characteristics of a particular individual of a group. The descriptive research describes the demographic the characteristic of the respondents and is typical concern with determining frequency with something occurs how the variables vary together.

C) Sources of data

Primary Data

It was collected through questionnaire further this data, are processed and tabulated using graphs the tables where analysed and the finding has been drawn accordingly.

D) SAMPLING TECHNIQUES

Sampling method utilized was convenience sampling was adopted.

E) Sample Size

The sample size consists of 130 respondents from relevant departments. This ensures adequate representation of staff involved in client acquisition activities.

F) ANALYTICAL TOOLS AND METHODS

- Simple Percentage Method
- Chi-Square
- Correlation
- Anova

DATA ANALYSIS AND INTERPRETATION

VARIETIES OF COURSES PROVIDING IN THIS CONSULTANCY

Source: Primary data

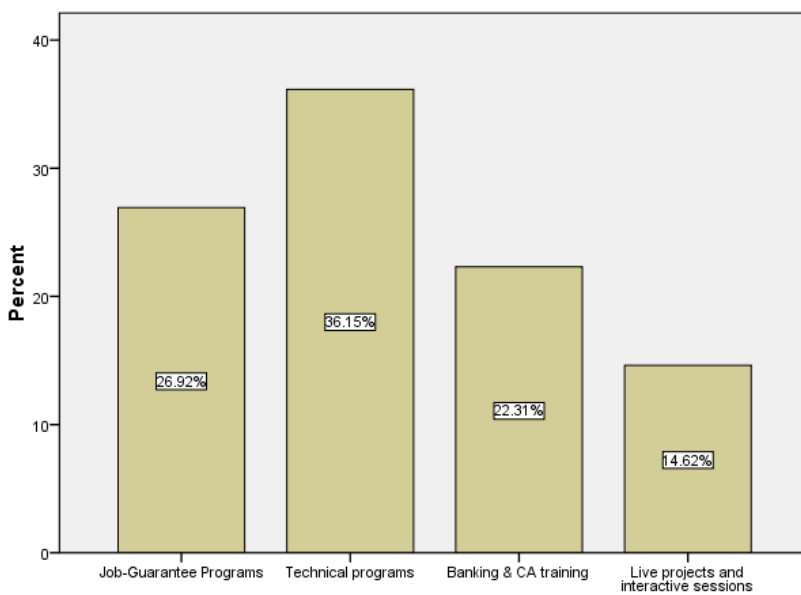
VARIETIES	RESPONDENTS	PERCENTAGE
Job-Guarantee Programs	35	26.9%
Technical programs	47	36.2%
Banking & CA training	29	22.3%
Live projects and interactive sessions	19	14.6%
Total	130	100.0%

INTERPRETATION:

The above table shows that varieties of courses providing in this consultancy, 26.9% of the respondents are Job-Guarantee Programs, 36.2% of the respondents are technical programs, 22.3% of the respondents are Banking & CA training and 14.6% of the respondents are live projects and interactive sessions.

Thus the majority 36.2% of the respondents said technical programs provide in this consultancy

VARIETIES OF COURSES PROVIDING IN THIS CONSULTANCY



VARIETIES OF COURSES PROVIDING IN THIS CONSULTANCY

ACTIVITIES INVOLVED IN THIS CONSULTANCY

ACTIVITIES	RESPONDENTS	PERCENTAGE
Training and development	32	24.6%
Skill development	34	26.2%
Admission campaign	44	33.8%
Carrier opportunity	20	15.4%
Total	130	100.0%

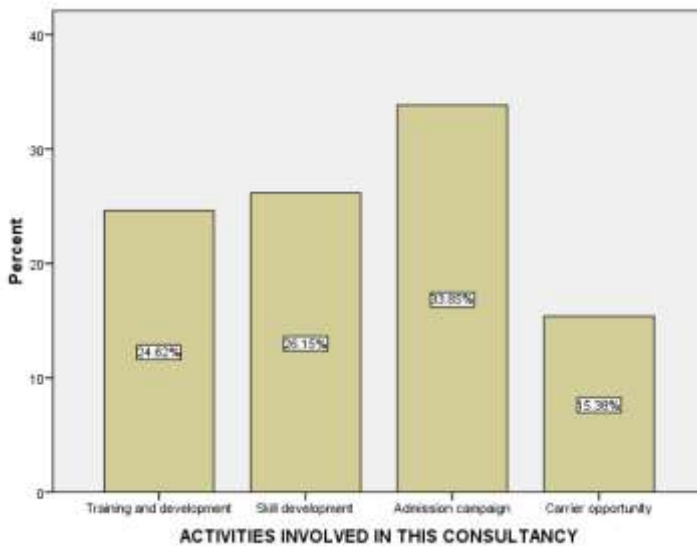
Source: Primary data

INTERPRETATION:

The above table shows that activities involved in this consultancy, 24.6% of the respondents are involved in training and development activities, 26.2% of the respondents are involved in skill development activities, 33.8% of the respondents are involved in admission campaign activities and 15.4% of the respondents are involved in carrier opportunity activities.

Thus the majority 33.8% of the respondents are involved in Admission campaign activities

ACTIVITIES INVOLVED IN THIS CONSULTANCY



CHI-SQUARE ANALYSIS

NULL HYPOTHESIS

HO: There is no significance between the Annual Income Of The Respondents and Importance of service provide by client in this firm.

ALTERNATIVE HYPOTHESIS

H1: There is significance between the Annual Income Of The Respondents and Importance of service provide by client in this firm.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.100E2 ^a	6	.000
Likelihood Ratio	235.290	6	.000

Linear-by-Linear Association	110.470	1	.000
N of Valid Cases	130		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 2.40.

RESULT: The calculated value is greater than the table value. So we reject the null hypothesis. There is no significance between Annual Income of the Respondents and Importance of service provide by client in this firm.

CORRELATION

The table shows that the relationship between experience of the respondents and opinion for employee opportunities provided in this firm.

Correlations

	EXPERIENCE OF THE RESPONDENTS	OPINION FOR EMPLOYEE OPPORTUNITIES PROVIDED IN THIS FIRM
EXPERIENCE OF THE RESPONDENTS	1	.946**
	Sig. (2-tailed)	.000
	N	130
OPINION FOR EMPLOYEE OPPORTUNITIES PROVIDED IN THIS FIRM	.946**	1
	Sig. (2-tailed)	.000
	N	130

** . Correlation is significant at the 0.01 level (2-tailed).

RESULT

This is a positive correlation. There are relationships between experiences of the respondents and opinion for employee opportunities provided in this firm.

SUGGESTIONS

- From the current study, recommendations can be made with regard to clear academic support which, in time, will promote academic growth and the retention of valuable employee. This will ensure that the academic leader, as a mentor, takes charge of academic progression.
- Retention of Key employees is critical to the long term health and success of any organization. It is a known fact that retaining your best employees ensures satisfied colleagues and reporting staff, effective succession planning and deeply imbedded organizational knowledge and learning.
- Employee retention matters as organizational issues such as training time and investment; lost knowledge; insecure employees and a costly candidate search are involved.

- Hence failing to retain a key employee is a costly proposition for an organisation. Employee retention should be at the forefront of every company's radar. Employees want to know they are being treated fairly and being appreciated by their employers

CONCLUSION

In this study, we have examined the retention of academics with regard to their views on the factors that keep them with their current employer. The client acquisition strategy identify with the job satisfaction, salary, promotion is important this industry. There are intrinsic, as well as extrinsic, factors that affect the academic retention process. This is because the employee sees job satisfaction as the most important aspect; job satisfaction was regarded as an intrinsic element that motivates staff to stay within their job. HR department was the confidence in their leaders; this resulted in satisfaction in their current job with regard to their growth and development in this industry.

In support of the intrinsic element, there are also the extrinsic aspects that have an impact, either positively or negatively, on the job environment. The employee felt that salaries, academic promotion, and development were the main aspects and with regard to these factors, the respondents felt that their expectations. While staff mobility and career progression were the highest priority amongst the senior employee, policies and regulations supporting promotions were not clear. Amongst other elements, salary disparities were also identified as one of the main reasons causing works to leave their profession

BIBLIOGRAPHY

- **Boston, W., Ice, P. & Burgess, M. (2012).** Assessing student retention in online learning environments: A longitudinal study. *Online Journal of Distance Learning Administration*, 15(2), 1–6.
- **Browne, E. (2003).** Conversations in cyberspace: A study of online learning. *Open Learning: The Journal of Open, Distance and e-Learning*, 18(3), 245–259.
- **Burns, M. (2013).** Staying or leaving? Designing for persistence in an online educator training programme in Indonesia. *Open Learning: The Journal of Open, Distance and e-Learning*, 28(2), 141–152.
- **Business Credit. (2010).** NACM: Leading education: Flexibility with online course offering. *Business Credit*, 112(8), 26.
- **Maathuis-Smith, S., Wellington, S., Cossham, A., Fields, A., Irvine, J., Welland, S., & Innes, M. (2011).** Obtaining high retention and completion rates in a New Zealand ODL environment: A case study of strategies employed by Information and Library Studies Faculty at the Open Polytechnic. *Journal of Open, Flexible and Distance Learning*, 15(1), 31–45. Retrieved from <http://www.jofdl.nz/index.php/JOFDL/article/view/14>
- **Waugh, M., & Su-Searle, J. (2014).** Student persistence and attrition in an online M.S. program: Implications for program design. *International Journal on E-Learning*, 13(1), 101–121.

WEBISTES

<https://datapattern.ai/>