

## **A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT IN SANREA HEALTHCARE PRODUCTS PVT LIMITED., KERALA**

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### **ABSTRACT**

Customer Relationship management is the strongest and most effective approach to maintaining and building customer relationships. Managing customer relationships is not only pure business but also creates strong personal bonding within people. A customer is an individual or business that buys another organization's products or administrations. Customers are significant in light of the fact that they drive incomes; without them, organizations have nothing to bring to the table. The objective of the study is to analyze the customer relationship management adopted by SANREA Healthcare Products Pvt Limited., Kerala. The sample of the study is 196. Descriptive research design and convinience sampling method is used. Questionnaire is used as a primary data. Percentage analysis, chi-square analysis, anova and correlation statistical tools have been applied. The study found that the respondents are strongly agree towards added value products & services than competitors and they are disagree towards conducting customer loyalty programmes. It suggest that the company must convey its reward points through mobile devices and various devices to induce them to buy the products. It concluded that there are various factors affecting the customer relationship management like working environment of the company, support from top management and coordination among the departments of the company. Information technology is not used as much as it should be. The company is using traditional tools of CRM like quantitative research, personal interviews. The company should modern tools like data mining, contact center, e-CRM and web based survey tools.

## 1.INTRODUCTION

Customer Relationship management is the strongest and most effective approach to maintaining and building customer relationships. Managing customer relationships is not only pure business but also creates strong personal bonding within people. Developing this type of bonding drives the enterprise to new levels of success.

When this individual and enthusiastic linkage is manufactured, it is exceptionally simple for any association to recognize the genuine needs of client and help them to serve them in a superior manner. The greater part of the associations have devoted elite instruments for keeping up CRM frameworks into their work environment. A portion of the productive devices utilized in the greater part of the eminent association are BatchBook, Salesforce, Buzzstream, Sugar CRM and so forth.

## 2.OBJECTIVES OF THE STUDY

### Primary objectives

- To study the customer relationship management adopted by SANREA Healthcare Products Pvt Limited., Kerala

### Secondary objectives

- To analyze customer relationship in the company.
- To discovering new customers in the company.
- To evaluate the customer retention of the company
- To find out the ways to attracting existing & new customers in the company.

## 3. RESEARCH METHODOLOGY

### Sample Size

The study based only on the opinion and expectation of customers. Total number of sample taken for the study is 196 respondents.

## **Population**

The aggregate elementary units in the survey are referred to as the population. Here it covers the entire customers of SANREA Healthcare Products Pvt Limited., Kerala. The population of the study is 400.

## **SOURCES OF DATA**

### **1.PRIMARY DATA**

Primary data for the study has been collected through a structured questionnaire administered on the respondents effectively, as it is collected afresh and for the first time.

### **2.SECONDARY DATA**

The list of customers along with required information has been collected from Metro Mart, Chennai. The researcher has also collected more information about the topic from journals, magazines, books and internet.

## **LIMITATIONS OF THE STUDY**

- This study is limited to the customers of SANREA Healthcare Products Pvt Limited., Kerala only.
- The study was conducted in Kerala, which may not be able to give true picture and generalized result.
- This study is conducted to small sample size i.e. 196 which represents the whole population of customers of the company.
- The time period may be constraints as the results may change with the future period of time.
- The non-co-operative nature of the respondents and their biasness towards the study may again create a limitation towards research.

## **HYPOTHESIS**

- Simple percentage
- Chi square
- Correlation
- Anova

#### 4. REVIEW OF LITERATURE

**Galbreth CRM (2016)** systems assists companies evaluate customer loyalty and profitability based on repeat purchases, the amount spent, and longevity. Bull (2003) added CRM makes it practicable for companies to find unprofitable customers that other companies have abandoned. This position is supported by Galbreth and Rogers (1999) that CRM helps a business organization to fully understand which customers are worthwhile to acquire Greenberg emphasized that CRM can increase the true economic worth of business by improving the total lifetime value of the customer, adding that successful CRM strategies encourage customers to buy more products, stay loyal for longer periods and communicate effectively with a company. CRM can also ensure customer satisfaction through allocation, scheduling and dispatching the right people, with the right parts, at the right time.

**Natrajan, R. and Shekhar, B (2016)** CRM coordinates touch points around a common view of the customer. As the business gets larger and number of customer relationships to be managed increase exponentially, it calls for integration of different business departments to collaborate the customer information to provide a unified view of customer interaction to serve the customers better. Customer Relationship Management is the strategic process of shaping the interactions between a company and its customers with the goal of maximizing current and lifetime value of customers for the company as well as maximizing satisfaction for customers.

**Rajagopal, Sanchez and Romulo Sanchez (2016)** CRM is important because it costs 6 to 7 times more to acquire a new customer than to retain an existing customer. An increase in customer retention rate by 5% can possibly increase the profits by up to 95%. Further, all customers do not contribute equally to the firm's bottom line and thus are not equally valuable for the company.

**Dhaval Kumar Gunvant Lal Thakar (2017)** CRM is an enterprise wide approach to understanding and influencing customer behaviour through meaningful communication to improve customer acquisition, customer retention, customer loyalty, and customer profitability. CRM can be viewed as an application of one-to-one marketing and relationship marketing, responding to an individual customer on the basis of what the customer says and what else is known about that customer.

**Dr.Babasaheb (2017)** CRM is an enterprise wide approach to understanding and influencing customer behaviour through meaningful communication to improve customer acquisition, customer retention, customer loyalty, and customer profitability. CRM can be viewed as an application of one-to-one marketing and relationship marketing, responding to an individual customer on the basis of what the customer says and what else is known about that customer

## 5.TESTING OF HYPOTHESIS

### INDEPENDENT T- TEST

#### RELATIONSHIP BETWEEN ANNUAL INCOME OF RESPONDENTS WITH ATTRACTING EXISTING & NEW CUSTOMERS

**Null Hypothesis (Ho):**There is no significant difference between the annual income of respondents with attracting existing & new customers.

**Alternative Hypothesis (H1):**There is significance difference between the annual income of respondents with attracting existing & new customers.

### Group Statistics

ANNUAL INCOME OF RESPONDENTS		N	Mean	Std. Deviation	Std. Error Mean
ATTRACTING EXISTING & NEW CUSTOMERS	Below 1 lac	33	6.2424	.50189	.08737
	1-2 Lac	33	10.5152	.93946	.16354

### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
ATTRACTING EXISTING & NEW CUSTOMERS	Equal variances assumed	12.823	.001	-23.044	64	.000	-4.27273	.18541	-4.64313	12.823
	Equal variances not assumed			-23.044	48.890	.000	-4.27273	.18541	-4.64535	

### Interpretation:

The mean difference of the above P value is 0.000 and the sig value is less than .050 (5%). So, there is a significant difference between independent variables such as annual income of respondents with impact on attracting existing & new customers.

## CORRELATION ANALYSIS

### RELATIONSHIP BETWEEN AGE OF THE RESPONDENTS AND DISCOVERING NEW CUSTOMERS

### Correlations

		AGE GROUP OF RESPONDENTS	DISCOVERING NEW CUSTOMERS
AGE GROUP OF RESPONDENTS	Pearson Correlation	1	.944**
	Sig. (2-tailed)		.000
	N	196	196
DISCOVERING NEW CUSTOMERS	Pearson Correlation	.944**	1
	Sig. (2-tailed)	.000	
	N	196	196

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

### INTERPRETATION:

The above table indicates that out of 196 respondents, co-efficient of correlation between the age of the respondents and discovering new customer is .944. It is above zero. So there is positive relationship between the age of the respondents and discovering new customers.

### SUGGESTIONS

- The company must keep constant communication with the customers for better rapport.
- The company should respond the customers enquiries as far as possible.
- The concern should get frequent feedback from the customers in order to know their problems.
- There must be good help desk support in the company in order to assist for customers.
- The concern should announce and intimate its new launch of products and services with their customers.

## CONCLUSION

The project was extremely informative to me. While doing the project various new aspects in the industry are known to me such as customer relationship management. Features of the product, quality of the product and media is essential for promoting a product. It may be concluded that the project would be very useful to the management and the suggestions made if adopted would help the company to grow. As this study is confined to Sanrea Healthcare Products Pvt Limited., Kerala the findings cannot be generalized in a wider context. From this study it can be concluded that the customer relationship management in the company is satisfactory.

## Reference

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