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A Study on Customer Retention Strategies at Tripmeld Technology PVT LTD, Hyderabad

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Abstract

Customer retention is a critical success factor for Software-as-a-Service (SaaS) companies due to the recurring revenue model and increasing competition. This study examines customer retention strategies and customer behaviour among users of TripMeld Travel CRM. The research focuses on identifying factors influencing customer satisfaction, engagement, and retention. Data were collected from 100 TripMeld users through a structured questionnaire. The findings reveal that onboarding effectiveness, customer support, product usability, automation features, and continuous engagement significantly influence customer retention. The study concludes that retaining existing customers is more cost-effective than acquiring new customers and recommends strengthening onboarding programs, personalized support, and proactive engagement initiatives.

Keywords:

Customer Retention, SaaS, CRM, Customer Behaviour, Customer Satisfaction, TripMeld.

1. Introduction

Customer retention and customer behaviour have become key issues in today's business management due to increased competition and changes in consumer tastes. The main objective of the proposed project is to find out the factors that determine customer behaviour and customer retention strategies. Customer behaviour is the process of selecting, purchasing, using, and responding to products or services based on individual needs and

preferences. In this respect, the present project tries to understand the role of different factors like quality of products, price, customer service, brand image, and promotional activities in determining customer satisfaction and loyalty. The significance of customer retention in enhancing the company's profitability, reducing marketing expenses, and developing long-lasting customer relationships is discussed here. For analysing customer opinions and preferences, both primary and secondary sources will be used in the research process.

OBJECTIVES OF THE STUDY

- To examine customer behaviour at various stages in the process
- To examine customer retention rates and trends
- To examine the factors affecting customer retention
- To review the efficiency of the onboarding process
- To recommend methods by which retention rates may be improved.

2. Review of Literature

1. **Alberico Rosario & Joaquim A. (2021):** The works of Rosario and Casaca focused on systematically reviewing the relationship marketing and customer retention literature, studying 61 articles that were present in the Scopus®
2. **Lily (Xuehui) Gao, Evert de Haan, Iguácel Melero-Polo & F. Javier Sese (2022):** In addition, Gao et al.'s research focused on understanding two major customer retention strategies used by firms: building lock-in barriers and affecting affective customer experience.
3. **Qing Yang, Naeem Hayat, Abdullah Al Mamun et al. (2022):** Yang, Hayat, Al Mamun, and others focused on sustainable customer retention through social media marketing strategies, using a novel hybrid SEM and neural network method
4. **Ram Kumar Dwivedi, Rinku Sharma Dixit et al. (2024):** The research by Dwivedi et al. focused on the effect of CRM on customers' satisfaction and loyalty within the tourism sector. Data collected for primary sources was based on questionnaire surveys involving 301 participants. Kaur (2024).
5. **E. Gonu, J. Okeniyi & G.K.Q. Agyapong (2023):** Gonu, Okeniyi, and Agyapong studied the adoption of CRM practices and their effects on corporate performance in commercial banks in Ghana using mediation analysis..
6. **P. Kumarasamy & M. Krishnamoorthi (2024):** Kumarasamy and Krishnamoorthi analysed the dynamics of retention strategies among customers in the competitive environment of the Indian two-wheeler market. Information was collected using structured questionnaires from 280 respondents in Bangalore city, and ANOVA and Regression tests were applied to test the hypotheses.

3. Research Questions

1. What factors influence customer retention in TripMeld CRM?
2. How does customer satisfaction affect retention?

3. What role does onboarding play in customer engagement?
4. How do support services impact customer loyalty?

4. Research Objectives

1. To examine customer behavior at various stages of CRM usage.
2. To analyze customer retention trends among TripMeld users.
3. To identify factors affecting customer retention.
4. To evaluate the effectiveness of onboarding processes.
5. To recommend strategies for improving retention.

5. Hypotheses

H1: Customer satisfaction positively influences customer retention.

H2: Effective onboarding significantly improves customer engagement.

H3: Customer support quality positively impacts customer loyalty.

H4: Automation features significantly improve customer retention.

6. Research Design

Data Variables

- Independent Variables: Onboarding, Customer Support, Product Usability, Automation Features.
- Dependent Variable: Customer Retention.

Data Sources

Primary Data: Structured questionnaire administered to TripMeld users.

Secondary Data: Journals, books, company reports, websites, and industry publications.

Sample Size

100 respondents.

Sampling Technique

Convenience Sampling.

Data Analysis Methods

- Percentage Analysis
- Descriptive Statistics
- Tabular Analysis
- Graphical Representation

7. Data Analysis and Interpretation

Table 1: Customer Satisfaction

Response	Frequency	Percentage
Very Satisfied	30	30%
Satisfied	45	45%
Neutral	15	15%
Dissatisfied	7	7%
Very Dissatisfied	3	3%
Total	100	100%

Interpretation: 75% of respondents reported satisfaction with TripMeld, indicating a strong positive relationship between customer satisfaction and retention.

Table 2: Ease of Learning the Platform

Response	Frequency	Percentage
Very Easy	25	25%
Easy	50	50%
Neutral	15	15%
Difficult	7	7%
Very Difficult	3	3%

Interpretation: 75% of users found the platform easy to learn, highlighting the importance of onboarding and usability.

Table 3: Subscription Renewal Intention

Response	Frequency	Percentage
Very Likely	35	35%
Likely	40	40%
Neutral	15	15%
Unlikely	7	7%
Very Unlikely	3	3%

Interpretation: 75% of respondents expressed willingness to renew their subscription, reflecting strong retention potential.

8. Results and Discussion

The study reveals that customer satisfaction, platform usability, onboarding effectiveness, and support services are the major determinants of customer retention. Most respondents use TripMeld daily and perceive value from automation, lead management, and communication features. Effective onboarding helps customers realize product value early, reducing churn risk. Regular support and engagement activities further strengthen customer relationships. These findings align with previous studies emphasizing the importance of CRM practices and customer-centric strategies in retention.

9. Findings

1. Customer engagement positively influences loyalty.
2. User-friendly design improves customer satisfaction.
3. Onboarding significantly affects customer retention.
4. Support quality is a major contributor to customer loyalty.
5. Automation features enhance follow-up and communication.
6. Lack of ROI perception contributes to customer churn.
7. Continuous product updates encourage subscription renewal.
8. Personalized interactions strengthen customer relationships.
9. Feature awareness increases product adoption.
10. Training and education reduce customer attrition.

10. Recommendations

1. Strengthen onboarding programs through guided tutorials.
2. Conduct regular customer success reviews.

3. Improve personalized customer support.
4. Increase customer awareness of advanced features.
5. Implement proactive engagement campaigns.
6. Monitor user activity to identify churn risks early.
7. Collect and act on customer feedback regularly.
8. Demonstrate ROI through reports and performance dashboards.

11. Conclusion

Customer retention is a crucial factor in the long-term success of TripMeld Travel CRM. The study demonstrates that customer satisfaction, onboarding effectiveness, support quality, and product usability significantly influence retention outcomes. The majority of users expressed satisfaction and willingness to renew their subscriptions, indicating a strong retention base. By focusing on customer-centric strategies and proactive engagement, TripMeld can reduce churn, increase loyalty, and achieve sustainable business growth.

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