

# A Study on The Effectiveness of Customer Relationship Management (CRM) Integration at Benhive Technology Pvt Ltd.

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## ABSTRACT

This study investigates the impact of Customer Relationship Management (CRM) integration at BenHive Technology Pvt Ltd., a dynamic IT solutions provider. The research evaluates how CRM systems enhance operational efficiency, customer satisfaction, and internal workflows. Data was collected through employee interviews, CRM analytics, and client feedback, focusing on system integration, employee adaptability, and outcomes in communication, lead management, and customer retention. Findings reveal that while CRM implementation has improved client interactions and decision-making, gaps in training, customization, and interdepartmental collaboration persist. The study underscores the need for strategic CRM deployment and ongoing evaluation to maximize its benefits in tech-centric environments like BenHive.

## KEYWORDS:

Customer Satisfaction, CRM Integration, Business Efficiency, Technology Adoption

## INTRODUCTION

In today's globalized economy, businesses face unprecedented challenges in maintaining customer loyalty. The shift from traditional to modern marketing necessitates trust-building and personalized engagement. Customer Relationship Management (CRM) emerges as a pivotal strategy, enabling companies to anticipate customer needs and deliver tailored solutions proactively. This study explores CRM's role at BenHive Technology, highlighting its potential to transform customer interactions and drive long-term business success.

## OBJECTIVE OF THE STUDY:

### Primary Objective:

- Analyze CRM's effectiveness in streamlining recruitment and client management processes.

### Secondary Objectives:

- Validate job descriptions from platforms like LinkedIn and Monster to ensure authenticity.
- Match client profiles with suitable job opportunities using CRM tools.
- Facilitate job applications based on CRM-driven insights.

## REVIEW OF LITERATURE:

- Kaur et al. (2025) identified "value proposition" and "privileges" as key CRM drivers in Indian banking, with demographic factors influencing satisfaction.
- Tagbo et al. (2025) highlighted organizational barriers in CRM adoption, stressing internal alignment for success.
- Jabado & Jallouli (2024) linked Data Analytics Capabilities (DAC) to enhanced CRM performance in retail.

- Parvatiyar & Sheth (2001) framed CRM as a strategic tool, advocating lifecycle models for sustained engagement.

## RESEARCH DESIGN

- A research design is Mixed-method approach combining qualitative interviews and quantitative data analysis.

## SAMPLING TECHNIQUE:

### Convenience sampling method

- A convenience sample is one of the main types of non-probability sampling methods.
- A convenience sample is made up of people who are easy to reach.

## SOURCES OF DATA:

Data collection is the term used to describe a process of preparing and collecting data.

- Primary Data – Questionnaire given to 106 respondents
- Secondary Data - Websites and online journals, Published reports & Review of literature from Published articles.

## STATASTICAL ANALYSIS

### CHI SQUARE TEST

The chi square test is an important test among the several tests of significance developed by satisfaction. Chi-square, symbolically written  $\chi^2$  is a statistical measure used in the contexts of sampling analysis for comparing a variance to a theoretical variance. It can also be used to make comparison between theoretical population and actual data when categories as used. By comparing a calculated value with the table value of  $\chi^2$  for degrees of freedom at given level of significance. We may either accept or reject the null hypothesis. If the calculated value of  $\chi^2$  is less than the value, the null hypothesis is accepted, but if the calculate value is equal or greater than table, value the hypothesis is rejected.

The formula applied for Chi-square

$$\text{Chi-square test } [\chi^2] = \sum \frac{(O_i - E_i)^2}{E_i}$$

O = Observed Frequency

E = Expected frequency

	To what extent has the CRM system helped improve the overall efficiency of the hiring process				
		Decreased Efficiency	No impact on efficiency	Decreased efficiency	Not Sure
VAR005 4. Count	1	0	0	0	0
Gender Row%	100.0%	.0%	.0%	.0%	.0%
Column %	100.0%	.0%	.0%	.0%	.0%
Total %	.9%	.0%	.0%	.0%	.0%
Female Count	0	13	9	9	5
Row% Column	.0%	28.9%	20.0%	20.0%	11.1%
%	.0%	81.3%	40.9%	42.9%	20.8%
Total %	.0%	12.1%	8.4%	8.4%	4.7%
Male Count	0	3	13	12	19
Row% Column	.0%	4.9%	21.3%	19.7%	31.1%
%	.0%	18.8%	59.1%	57.1%	79.2%
Total %	.0%	2.8%	12.1%	11.2%	17.8%
Total Count	1	16	22	21	24
Row% Column	.9%	15.0%	20.6%	19.6%	22.4%
%	100.0%	100.0%	100.0%	100.0%	100.0%
Total %	.9%	15.0%	20.6%	19.6%	22.4%

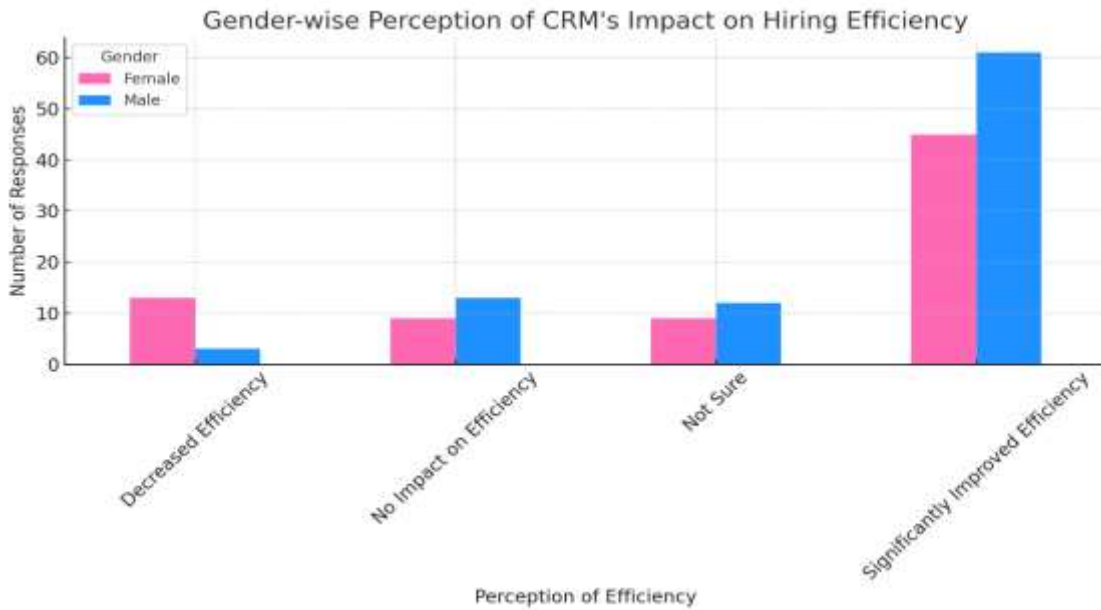
	Significantly improved efficiency	Total
VAR005 4. Count	0	1
Gender Row%	.0%	100.0%
Column	.0%	.9%
%	.0%	
Total		
%	.0%	.9%
Female Count	9	45
Row%	20.0%	100.0%
Column	39.1%	42.1%
%		
Total	8.4%	42.1%
%		
Male Count	14	61
Row%	23.0%	100.0%
Column	60.9%	57.0%
%		
Total	13.1%	57.0%
%		
Total Count	23	107
Row%	21.5%	100.0%
Column	100.0%	100.0%
%		
Total	21.5%	100.0%
%		

#### Chi-Square Tests

	value	df	Asymptotic Sig. (2-tailed)
Person Chi-Square	121.71	10	.000
Likelihood Ratio	26.61	10	.003
N of Valid Cases	107		

#### Results:

The Pearson Chi-Square value is **121.71**, and the **p-value is 0.000**, which confirms a **statistically significant relationship** between gender and perception of CRM effectiveness in the hiring process.



## FINDINGS

- Recruitment Efficiency:**
  - 21.5% of users reported significant improvements in hiring speed.
  - Features like automated candidate screening reduced manual workload.
- Gender Disparities:**
  - More male employees (60.9%) found CRM effective compared to females (39.1%), indicating possible training gaps.
- Client Engagement:**
  - Real-time analytics helped track customer interactions, improving retention.
  - Lack of mobile accessibility was a common complaint.

## SUGGESTIONS & RECOMMENDATIONS

- The company is on the right track with its CRM solutions, but there are a few key areas where the company could focus to enhance its offerings and overall growth.
- Firstly, I would suggest the development and launch of a dedicated mobile application for the CRM platform. In today's fast-paced work environment, accessibility and mobility are crucial, and many users would benefit from being able to manage leads, feedback, and reports directly from their phones.

## LIMITATION OF STUDY:

- Sample Size and Representativeness**
  - Limited sample size (106 respondents) may not represent the diverse user base
  - Convenience sampling introduces selection bias
- Geographical Constraints**
  - Data collected only from Chennai limits generalizability
- Industry-Specific Focus**
  - Results may not apply to non-IT sectors
- Temporal Factors**
  - Short study duration couldn't capture long-term trends

5. **Self-Reporting Bias**
  - Responses may reflect perceived rather than actual CRM performance
6. **CRM Platform Specificity**
  - Findings tied to BenHive's proprietary system
7. **Lack of Control Group**
  - No comparison with non-CRM users
8. **Technological Barriers**
  - Technical issues may have affected responses

## CONCLUSION

It established itself as a promising player in the CRM space, especially for small and medium-sized enterprises.

Its focus on automating recruitment, improving customer interactions, and offering tailored solutions shows a clear understanding of market needs.

The feedback suggests that a majority of users find their CRM systems effective, though there remains room for improvement in areas like mobile accessibility, user interface, and customer support.

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