

A Study on the Role of CRM Tools in Enhancing Customer Satisfaction with Special Reference to Reliance Retail in Coimbatore City

Mrs. R. JANANI, Assistant Professor, B. Com Business Process Services, Dr. N.G.P Arts and Science College, Coimbatore

G. M. ESVAR, Student of B. Com Business Process Services, Dr. N.G.P Arts and Science College, Coimbatore

ABSTRACT

Customer Relationship Management (CRM) has become an essential strategy for modern retail organizations to improve customer satisfaction and build long-term relationships. The present study examines the role of CRM tools in enhancing customer satisfaction at Reliance Retail in Coimbatore city. Primary data was collected from 102 respondents using a structured questionnaire. Statistical tools such as Percentage Analysis, Chi-Square Test and Analysis of Variance (ANOVA) were used to analyse the collected data. The findings reveal that CRM tools such as digital billing, personalized offers, loyalty programmes and integrated online-offline shopping platforms positively influence customer satisfaction. However, certain respondents expressed concerns regarding data privacy and security. The study concludes that effective implementation of CRM tools improves customer experience and strengthens customer relationships in the retail sector.

Keywords: *Customer Relationship Management, Customer Satisfaction, Retail Industry, Reliance Retail, Digital Services*

I. INTRODUCTION

Customer satisfaction has become one of the most important factors determining the success of retail organizations in the modern business environment. With increasing competition and rapidly changing customer expectations, retailers are focusing on building long-term relationships with customers rather than simply completing transactions. Customer Relationship Management (CRM) plays a crucial role in helping organizations manage customer interactions and improve service quality.

CRM systems enable companies to collect and analyse customer data such as purchase history, preferences and feedback. This information helps retailers provide personalized services, targeted promotional offers and improved customer support. In the retail industry, CRM tools are widely used to manage loyalty programmes, maintain customer databases and enhance communication with customers.

Reliance Retail is one of the largest retail chains in India, operating across multiple formats including grocery, fashion, electronics and online platforms. The company makes extensive use of CRM tools to improve customer experience and strengthen customer relationships. Therefore, this study aims to analyse the role of CRM tools in enhancing customer satisfaction at Reliance Retail in Coimbatore city.

II. REVIEW OF LITERATURE

Sharma and Gupta (2020) analysed CRM adoption in organized retail and reported that CRM technologies help retailers understand customer preferences and improve service delivery, leading to higher customer satisfaction.

Khan and Mishra (2021) examined the role of mobile-based CRM applications in retail services. Their findings revealed that mobile CRM improves communication efficiency and enhances customer satisfaction through faster service responses.

Mehta and Singh (2022) studied customer feedback analytics using CRM tools and concluded that CRM systems help retailers identify service gaps and improve the overall customer experience.

III. OBJECTIVES OF THE STUDY

- To understand the use of CRM tools in Reliance Retail.
- To analyse the influence of CRM practices on customer satisfaction.
- To identify the challenges faced by customers while using CRM-based services.

IV. RESEARCH METHODOLOGY

The present study adopts a descriptive research design to analyse the role of CRM tools in enhancing customer satisfaction at Reliance Retail in Coimbatore city. Primary data was collected from 102 respondents through a structured questionnaire. Percentage analysis was used to study demographic characteristics and customer opinions regarding CRM services. Chi-Square test was applied to examine the association between demographic variables and CRM usage. Analysis of Variance (ANOVA) was also used to determine differences in satisfaction levels among respondent groups.

V. RESULTS AND DISCUSSION

Table 1: Gender Distribution of Respondents

Gender	Number of Respondents	Percentage
Male	62	60.8
Female	40	39.2
Total	102	100

The table indicates that male respondents constitute 60.8% of the sample while female respondents account for 39.2%. This shows that both genders are represented in the study.

Table 2: Age Distribution of Respondents

Age Group	Number of Respondents	Percentage
Below 20	27	26.5
21–30	44	43.1
31–40	26	25.5
Above 40	5	4.9
Total	102	100

The majority of respondents belong to the 21–30 years age group, indicating that young adults form a significant portion of the customer base.

Chi-Square Analysis

Table 3: Association between Gender and CRM Tool Usage During Billing

Gender	Always (%)	Often (%)	Sometimes (%)	Rarely (%)	Never (%)	Total (%)
Female	45.0	37.5	15.0	0.0	2.5	100
Male	50.0	17.7	22.6	4.8	4.8	100

Chi-Square Value: 6.837

Degrees of Freedom: 4

P-Value: 0.145

Interpretation:

Since the p-value (0.145) is greater than the 0.05 significance level, there is no significant association between gender and CRM tool usage during billing and checkout processes.

Table: Association between Occupation and CRM Tool Usage During Billing

Occupation	Always (%)	Often (%)	Sometimes (%)	Rarely (%)	Never (%)	Total (%)
Business	100.0	0.0	0.0	0.0	0.0	100
Government Employee	25.0	16.7	41.7	8.3	8.3	100
Private Employee	43.2	29.5	22.7	2.3	2.3	100
Student	54.8	26.2	11.9	2.4	4.7	100

Chi-Square Value: 13.664

Degrees of Freedom: 12

P-Value: 0.323

Interpretation

The calculated p-value (0.323) is greater than the significance level of 0.05. Therefore, the null hypothesis is accepted. This indicates that there is **no significant association between occupation and CRM tool usage during billing and checkout processes**. Customers from different occupational groups share similar opinions regarding the use of CRM tools in billing operations.

ANOVA Analysis

Table 4: ANOVA between Occupation and Satisfaction with Personalized Offers

Source of Variation	Sum of Squares	df	Mean Square	F Value	Sig.
Between Groups	6.442	4	1.610	2.656	0.037
Within Groups	58.813	97	0.606		
Total	65.255	101			

Interpretation:

The significance value (0.037) is less than 0.05, indicating that there is a significant difference between occupation and satisfaction with personalized offers provided by Reliance Retail.

Table 5: ANOVA between Monthly Income and Communication Clarity

Source of Variation	Sum of Squares	df	Mean Square	F Value	Sig.
Between Groups	3.400	4	0.850	0.941	0.444

Source of Variation	Sum of Squares	df	Mean Square	F Value	Sig.
Within Groups	87.620	97	0.903		
Total	91.020	101			

Interpretation:

Since the p-value (0.444) is greater than 0.05, there is no significant difference between monthly income and satisfaction regarding communication clarity.

VI. FINDINGS

1. The majority of respondents belong to the 21–30 years age group.
2. Private employees and students constitute a large portion of the customer base.
3. Customers frequently visit Reliance Retail stores on a weekly or monthly basis.
4. CRM tools such as digital billing and personalized offers improve customer satisfaction.
5. CRM systems help integrate online and offline shopping experiences.
6. Some customers expressed concerns regarding data privacy and security.

VII. SUGGESTIONS

1. Reliance Retail should strengthen data security measures to protect customer information.
2. Personalized promotional strategies may be developed for different customer segments.
3. Customer awareness programmes can improve understanding of CRM services and loyalty benefits.
4. Continuous technological upgrades can enhance CRM efficiency and service quality.

VIII. CONCLUSION

The study concludes that CRM tools play an important role in improving customer satisfaction at Reliance Retail. The use of digital billing systems, loyalty programmes, personalized offers and integrated shopping platforms enhances the overall customer experience. The statistical analysis confirms that CRM practices contribute positively to customer satisfaction. However, concerns regarding data privacy highlight the need for stronger security measures and transparent communication. By improving CRM strategies and addressing customer concerns, Reliance Retail can strengthen customer relationships and maintain long-term success in the competitive retail industry.

IX. REFERENCES

1. Sharma, R., & Gupta, A. (2020). CRM adoption in organized retail.
2. Khan, M., & Mishra, P. (2021). Mobile-based CRM applications in retail services.
3. Mehta, V., & Singh, A. (2022). Customer feedback analytics through CRM tools.
4. Tanaka, K. (2023). Predictive CRM engines and retail personalization.
5. Patel, R., & Verma, A. (2023). CRM-enabled loyalty programmes in retail.