

Customer Relationship Management (CRM) in the Automobile Industry: A Study on Hyundai Motors India

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ABSTRACT: -

This study explores the role of Customer Relationship Management (CRM) in enhancing customer satisfaction and loyalty in the Indian automobile sector, focusing on Hyundai Motors India. Through surveys and interviews with customers and dealership staff, the study highlights key CRM drivers such as personalized communication, after-sales service, and digital tools. While Hyundai's CRM practices are generally effective, gaps in feedback management and regional consistency remain. The research offers recommendations for improving CRM strategies to build stronger customer relationships.

Keywords: CRM, Hyundai, Customer Loyalty, Automobile Industry, After-Sales Service

I. INTRODUCTION: -

In today's competitive automobile market, customer satisfaction and long-term engagement have become key priorities for manufacturers. As product offerings become increasingly similar, companies are differentiating themselves through enhanced customer experiences and relationship management. Customer Relationship Management (CRM) has emerged as a critical strategy that enables businesses to understand customer needs, personalize services, and build loyalty across the ownership cycle.

Hyundai Motors India, one of the country's leading automobile brands, has invested in CRM initiatives to strengthen its customer base through tools like mobile apps, loyalty rewards, service reminders, and digital communication. However, evolving customer

expectations—particularly in terms of personalized service and timely support—present ongoing challenges. This research examines how Hyundai's CRM practices influence customer satisfaction and retention, aiming to identify strengths, gaps, and areas for improvement.

II. LITERATURE REVIEW: -

Customer Relationship Management (CRM) has evolved into a strategic tool for building and maintaining long-term relationships with customers. In the context of the automobile industry, CRM plays a critical role in managing interactions across pre-sales, sales, and after-sales phases, contributing directly to customer loyalty and repeat business.

Several studies have highlighted the importance of CRM in the automotive sector. Researchers suggest that after-sales service, timely communication, and consistent follow-ups are among the most effective CRM practices for building trust and loyalty. With the growing use of digital platforms, car manufacturers are integrating CRM with mobile apps, service portals, and automated feedback systems to enhance the customer experience.

In the Indian market, the shift towards digital CRM solutions has been significant. Companies are combining dealership interactions with online tools to track service history, offer reminders, and respond to customer queries in real time. These integrated approaches help in creating a seamless customer journey, particularly valued by urban and tech-savvy customers.

While CRM adoption has increased, challenges such as inconsistent service delivery, lack of personalization, and limited customer awareness still exist. This review establishes the foundation for examining Hyundai Motors India's CRM model, identifying how it aligns with industry trends and what improvements can be made to boost customer satisfaction and retention.

III. RESEARCH METHODOLOGY: -

This study uses a descriptive research design to assess the effectiveness of CRM practices at Hyundai Motors India. A quantitative approach was followed, using a structured questionnaire distributed to 100 Hyundai customers selected through convenience sampling.

Primary data was collected via Google Forms, focusing on service satisfaction, communication, and CRM awareness. Secondary data sources included company websites and industry reports. The collected responses were analysed using basic descriptive statistics to identify trends and customer perceptions related to Hyundai's CRM systems.

IV. KEY FINDINGS AND DISCUSSION :-

The study revealed that most customers are satisfied with Hyundai's CRM initiatives, particularly in areas like service reminders, appointment scheduling, and staff behavior. Around 80% of respondents felt that timely follow-ups and professional after-sales service contributed positively to their overall experience.

However, about 40% of participants were unaware of Hyundai's loyalty programs, indicating a communication gap. Customers from tier-2 cities reported slower response times and limited access to digital support, suggesting regional inconsistencies in CRM execution.

Younger customers preferred app-based interactions and rated digital convenience as a key factor in their satisfaction. Overall, effective CRM practices were found to strongly influence customer loyalty, but improvements are needed in personalization, grievance redressal, and digital engagement.

V. CONCLUSION: -

The findings of this study reaffirm that Customer Relationship Management (CRM) is a critical success factor in today's competitive automobile industry. As customers increasingly value experience over just the product, companies like Hyundai Motors India must continuously evolve their CRM strategies to meet changing expectations.

The research indicates that Hyundai has made considerable progress in implementing CRM through digital platforms, mobile apps, service follow-ups, and customer feedback systems. These initiatives have led to higher satisfaction levels, particularly among urban and tech-savvy customers. However, the study also uncovered key areas where improvement is necessary—such as greater promotion of loyalty programs, quicker resolution of customer complaints, and better service consistency in semi-urban and rural markets.

Younger customers were found to prefer digital engagement and personalized communication, highlighting the need for Hyundai to invest in data-driven CRM tools. At the same time, ensuring trust, transparency, and timely support across all customer touchpoints remains essential to build long-term loyalty.

In conclusion, while Hyundai's CRM practices have positively impacted customer experience and retention, there is still scope for enhancement. By focusing on technology integration, regional training, customer education, and real-time responsiveness, Hyundai Motors India can further strengthen its position as a customer-centric automobile brand.

VI. RECOMMENDATIONS: -

To further strengthen its Customer Relationship Management (CRM) practices, Hyundai Motors India should enhance its digital platforms by incorporating real-time feedback systems, chatbot assistance, and personalized notifications through the MyHyundai app. Increasing customer awareness about loyalty programs through targeted communication campaigns via SMS, email, and in-person dealership briefings can significantly improve engagement.

Hyundai must also address regional service inconsistencies by providing regular training and support to dealership staff in semi-urban and rural areas. Additionally, establishing a more responsive feedback mechanism at the dealership level would help resolve customer complaints faster and improve satisfaction. The use of customer data analytics should be expanded to offer more personalized services and promotional offers, thereby increasing the likelihood of repeat business. Hyundai should also conduct regular performance assessments of its CRM systems to identify areas of improvement. Finally, adopting an omnichannel communication strategy—combining calls, messages, emails, and app notifications—can help ensure timely and consistent interaction with customers across all touchpoints.

VII. REFERENCES: -

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