

# **Impact of service quality on customer relationship Management – A case study of Barbecue on Table**

Mohammed smile

## **ABSTRACT**

This research paper explores the effectiveness of customer relationship management (CRM) at Barbeque on Table (BOT), a popular restaurant chain. The study investigates how BOT manages its relationships with customers and the impact of CRM strategies on customer satisfaction and loyalty. Through surveys and analysis, the paper examines personalized interactions, service quality, and overall customer experience at BOT. The findings highlight the importance of CRM in shaping positive dining experiences and fostering customer loyalty. Additionally, the research identifies key factors influencing customer satisfaction, such as friendly service and timely meal delivery. The study underscores the significance of implementing robust CRM practices, including customer data management and personalized marketing initiatives, to enhance customer relationships and retention. Overall, this research contributes to a deeper understanding of CRM in the restaurant industry and provides insights to improve customer satisfaction and loyalty at Barbeque on Table.

**Keywords-** Customer Relationship Management (CRM), Barbeque on Table (BOT), Customer Satisfaction, Customer Loyalty, Personalized Interactions, Service Quality, Customer Experience, Customer Data Management, Personalized Marketing Initiatives, Dining Experiences, Restaurant Industry, Customer Retention, Friendly Service, Timely Meal Delivery, CRM Strategies

## **INTRODUCTION**

In the bustling world of restaurants, where delicious aromas fill the air and hungry customers eagerly await their meals, the importance of customer satisfaction cannot be overstated. At the heart of every successful dining establishment lies a strong foundation built on four pillars: Customer Relationship, Customer Dealing, Customer Servicing, and Customer Experience. In this easy language introduction, we'll explore how these pillars work together to create memorable dining experiences and foster customer loyalty in restaurants.

**Customer Relationship:**

Imagine walking into your favorite restaurant, where the staff greets you by name and knows your favorite dish before you even order it. That's the power of customer relationship management (CRM) in action. Customer Relationship is all about building connections with diners and understanding their preferences to create personalized experiences.

**Customer Dealing:**

Customer Dealing is the art of interacting with diners in a friendly and attentive manner. It begins the moment customers step through the door, with a warm welcome and genuine smile. Restaurant staff should be knowledgeable about the menu, able to answer questions, and offer recommendations based on customer preferences.

**Customer Servicing:**

Once customers have placed their orders, it's time for customer servicing to take center stage. This involves ensuring that every aspect of the dining experience runs smoothly, from food preparation to table service. It's about delivering meals promptly, ensuring they are prepared to the highest standards, and presenting them with flair and finesse. Anticipating customers' needs, such as refilling drinks or offering additional condiments, demonstrates a commitment to excellent service..

**Customer Experience:**

At the heart of it all is the customer experience – the sum total of interactions a diner has with a restaurant, from the moment they arrive to the moment they leave. It's about more than just the food; it's about the atmosphere, the ambiance, and the overall feeling of satisfaction and enjoyment.

## **REVIEW OF LITERATURE**

**V Jain Journal of Advanced ..., 2019 - researchgate.net.et.al Impact of Customer Relationship Management on Customer Loyalty: A Study on Restaurants of Moradabad.** In today's competitive restaurant industry, winning customer loyalty is challenging but crucial for overall success. This research focuses on how customer satisfaction, brand understanding, and customer relationship management can boost customer loyalty. It examines how customer perceived value and satisfaction impact loyalty, with a focus on the role of customer relationship management. The study aims to identify key steps to improve customer loyalty in the service sector, especially in the restaurant industry in Moradabad, where research is limited. Using quantifiable methods, primary data was collected through surveys and analyzed using statistical tools. The study emphasizes the importance of customer relationship management, customer value, and satisfaction in building loyalty. It also explores avenues for future research in this area.

**A Werenowska - Management in the Era of Big Data, 2020 - taylorfrancis.com. Big Data as a Key Aspect of Customer Relationship Management.** Food is important for our health and well-being, and digital technologies like mobile apps provide new ways to understand and meet consumer needs. By analyzing big data from guest reviews on platforms like Trip Advisor and mobile apps, restaurants can better understand their customers. This helps them create personalized offers and improve customer relationships. Research shows that using digital tools in the food industry can lead to better customer satisfaction. Mobile apps are now the main way people find out about restaurants and share their preferences. Plus, restaurants can use customer data to target specific groups with advertising campaigns. Overall, digital technologies are changing how restaurants interact with customers and improve their services.

**ICC Chan. et.al - 2018. State-of-the-art social customer relationship management.** This study explores the intersection between social media and customer relationship management (CRM), focusing on the emerging concept of social CRM in the tourism and hospitality sector. The research analyzes recent literature to provide insights into social CRM practices, particularly in hotels and restaurants. Findings reveal a lack of solid theoretical foundations and a predominance of qualitative research methods. The study identifies five research themes related to supply-focused research and two themes related to demand-focused research. However, there is an uneven distribution of attention between supply and demand sides. Based on the literature review, the study proposes a conceptual framework and research agenda. Theoretical and practical implications for the tourism and hospitality industry are also discussed.

**Dr. Priyanka Ranawat et.al-17 Jul 2023 CUSTOMER RELATIONSHIP MANAGEMENT (CRM) IN THE ERA OF DATA ANALYTICS.** This study explores the integration of data analytics into customer relationship management (CRM) to enhance customer connections in today's business landscape. With businesses having access to vast amounts of customer data, employing advanced analytics techniques has become crucial for successful CRM strategies. Through the analysis of research papers, case studies, and literature reviews, the study investigates the role of data analytics in CRM, focusing on objectives, methodology, and results. The report underscores the significance of leveraging advanced data analytics to improve CRM, highlighting its potential to boost customer engagement, satisfaction, and loyalty. It discusses the importance of establishing a robust data infrastructure, integrating analytics into existing CRM systems, and fostering a data-driven culture within organizations. Strategies and best practices for effectively utilizing data analytics in CRM operations are also explored.

### RESEARCH OBJECTIVE

- The customer relationship management strategies implemented by Barbeque on Table to understand their similarities and differences.
- Evaluate the effectiveness of customer relationship initiatives employed by the restaurants in cultivating loyalty, trust, and satisfaction among customers.
- Investigate the customer dealing techniques utilized by staff members at Barbeque on Table.

- Assess the standards of customer service maintained by restaurants throughout the dining experience, focusing on efficiency, responsiveness, and courtesy exhibited by staff.

## **HYPOTHESIS**

### **Service Quality and Customer Satisfaction**

(H0): There is no significant relationship between the quality of service and customer satisfaction at Barbecue on Table.

(H1): There is a significant relationship between the quality of service and customer satisfaction at Barbecue on Table.

### **Service Quality and Customer Loyalty**

(H0): There is no significant relationship between the quality of service and customer loyalty at Barbecue on Table.

(H1): There is a significant relationship between the quality of service and customer loyalty at Barbecue on Table.

### **Service Quality and Customer Retention**

(H0): There is no significant relationship between the quality of service and customer retention at Barbecue on Table.

(H1): There is a significant relationship between the quality of service and customer retention at Barbecue on Table.

## **SCOPE OF RESEARCH**

1. It involves examining customer interactions to understand how customer engage with BOT, including their dining experiences, preferences, and feedback mechanisms.
2. The study assesses service quality by investigating various aspects such as the responsiveness of staff, food quality, cleanliness, and overall ambiance.
3. The research involves analyzing customer satisfaction levels among BOT customers, identifying drivers of satisfaction, and pinpointing areas for improvement.
4. It examines factors influencing customer retention at BoT, with a focus on the role of CRM in building long-term relationships.

## **RESEARCH METHODOLOGY**

### **RESEARCH DESIGN**

**What is the study about?** Study is about customer relationship management in barbeque on table.

### **Why is the study being made?**

The study of customer relationship management (CRM) in Barbeque on Table (BOT) is being conducted to understand how BOT manages its interactions with customers and how it affects customer loyalty. By delving into this topic, we aim to uncover valuable insights that can help BOT enhance its CRM strategies, improve customer satisfaction, and ultimately drive business growth.

### What type of data is required?

This study will require primary data and secondary data. Data collection will be done by designing appropriate questionnaire i.e., Google form.

### TYPES OF DATA COLLECTION

**Primary data:** Primary data are those, which were collected afresh & for the first time and thus happen to be original in character. However, there are many methods of collecting the primary data; all have not been used for the purpose of this project. The one that have been used is Questionnaire.

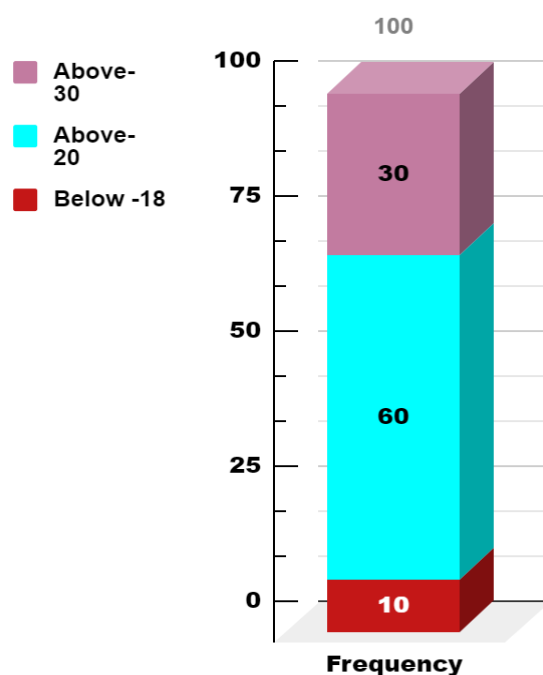
**Secondary data:** Secondary data is collected from previous visitors review and reviews on website and on instagram account etc. The secondary data was collected through: Websites

**Sample size:** 100

### DATA ANALYSIS & INTERPRETATION

Table showing gender of respondents

Particular	Frequency	Value percent
Below -18	10	10%
Above- 20	60	60%
Above- 30	30	30%
Total	100	100%



**Analysis:**

From the above data it can be observed that more than 50% of students is coming to the Barbeque on table and only 30% of young person are coming in Barbeque on table and only 10% of above-30.

**Interpretation:**

It can be interpreted that more than 50% of students is coming to the Barbeque on table and only 30% of young people are coming in Barbeque on table. Because mostly students and because location is far away so 10% of above-30.

**FINDINGS**

1. It was found that personalized customer interactions, such as greeting customers by name and remembering their preferences, significantly contribute to customer satisfaction and loyalty.
2. Effective customer dealing, characterized by friendly and attentive service, plays a crucial role in shaping customers' overall dining experiences.
3. Efficient customer servicing, including timely delivery of meals and addressing customer needs promptly, was identified as a key driver of customer satisfaction.
4. The study uncovered that the overall customer experience at BoT is influenced by various factors beyond just the food, such as the ambiance and presentation of dishes.
5. The research highlighted the importance of implementing robust CRM strategies, including customer data management and personalized marketing initiatives, to enhance customer relationships and retention.

**LIMITATIONS OF RESEARCH**

1. The research may face challenges related to sample size and representativeness.
2. The research may encounter challenges in measuring complex constructs such as customer satisfaction and loyalty.
3. the dynamic nature of the restaurant industry presents a challenge in capturing the long-term effects of CRM initiatives.

**SUGGESTION & RECOMMENDATION**

1. BOT should focus on personalized interactions with customers, such as greeting them by name and remembering their preferences. Implementing a customer database to track important information like birthdays and favorite dishes can help tailor the dining experience to individual preferences.
2. BOT should prioritize service quality across all touch points, from the moment customers enter the restaurant to the time they leave.
3. This includes training staff to be knowledgeable about the menu, providing prompt and attentive service, and ensuring that meals are prepared and presented to the highest standards.
4. Investing in CRM technology can streamline customer data management and improve communication with customers.
5. Utilizing CRM software can help BOT track customer interactions, manage feedback, and send personalized promotions and offers to enhance engagement and loyalty.
6. BOT should develop loyalty programs or incentives to reward frequent customers and encourage repeat business.
7. Offering discounts, special promotions, or loyalty points can incentivize customers to choose BOT over competitors and strengthen their connection to the brand.
8. Implementing feedback mechanisms such as surveys or comment cards can help BOT understand customer preferences and adapt its offerings and services accordingly.

### CONCLUSION

The study of customer relationship management (CRM) in Barbeque on Table (BOT) has provided valuable insights into enhancing customer satisfaction and loyalty in the restaurant industry. Through the examination of CRM practices at BOT, several key findings have emerged. personalized customer interactions, such as greeting customers by name and remembering their preferences, play a crucial role in building strong relationships and fostering loyalty. Service quality across all touch points, from the dining experience to customer interactions, is essential for ensuring customer satisfaction and retention. Investing in CRM technology can streamline customer data management and improve communication with customers, allowing for more personalized interactions and targeted marketing efforts. Loyalty programs and incentives can incentivize repeat business and strengthen customer loyalty to the BOT brand. Continuous feedback collection and performance monitoring are essential for identifying areas of improvement and adapting CRM strategies to meet evolving customer needs and preferences.

### REFERENCES

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