

Customer Relationship Management System- A Study of Bata Companies Ltd

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Abstract:

is a concept or strategy to built relationship with current customers, attracting more customers and at the same time reducing cost and enhancing productivity and profitability in business. An ideal CRM system holds collection of all data sources under an organization and provides real time vision of customer information concerned mainly with the needs and demands of the customers. A CRM system is vast and significant, but it be can implemented for small business, as well as large enterprises also as the main goal is to assist the customers efficiently. Usually an organization consists of various departments which predominantly have access to customer's information either directly or indirectly. Every business unit emphasizes on a long term relationship with customers to nurture its stability in today's blooming market. The study concludes that CRM is being well strategized for the long term and also be helpful in studying the customer relationship practices of india for further research.

Keywords: Solidify, Visions, Implemented, Predominantly, Emphasizes.

INTRODUCTION:

Customer's expectations are now not only limited to get best products and services, they also need a face-to-face business in which they want to receive exactly what they demand and in a quick time. CRM system provides a well-defined platform for all business units to interact with their clients and fulfill all their needs and demands very effectively and to build long- term relationship. Customer Relationship Management in a business is like concrete for a building, which lays a solid relationship between the clients and the organization that results into customer satisfaction, growth of market, loyalty of customers, attraction of investors etc. ultimately facilitating rapid growth in the business and its development. CRM systems leverage technology to organize and synchronize marketing, sales, customer service, and technical support processes, helping organizations reduce costs and improve efficiency. CRM provides advice on how to plan, justify, evaluate, implement, and improve areas like sales force automation and sales effectiveness, customer service and support, customer self-service and

assisted service, and multichannel management. Research coverage includes CRM architecture, strategy, deployment, and services.

Importance:

- A CRM system is not only used to deal with the existing customers but is also useful in acquiring new customers. The process first starts with identifying a customer and maintaining all the corresponding details into the CRM system. The Sales and Field representatives then try getting business out of these customers by sophisticatedly following up with them and attending to their demands which might come out as shortfall of the company. All this is very easily and efficiently done by an integrated CRM system.
- CRM does not only help in developing the marketing area of the business by retaining and attracting customers but it has immensely helped in controlling extra expenses and reduced operation time with increasing productivity.
- A CRM system being centralized has all the

data available at fingertips at any given time which increases productivity and reduces cost and time.

- CRM helps in uplifting the position of a business in the market by capturing a large part of the market through loyal customers and in turn attracts even more. It helps to attract investors and in all pushing forward the overall growth of the business.
- CRM when used efficiently helps to attend the needs of customers resulting in customer satisfaction which in turn helps in increasing profitability and turnover of the business.

Literature Review:

Mendoza et al. (2006) the CRM concept has evolved in such a way that nowadays it must be viewed as a strategy to maintain a long-term relationship with the customers. Michael et al (2005) suggested that companies have to move in accordance to the customer behavior if they want to thrive in coming world. They have to come along with new customer loyalty programmes and build more comprehensively among partners and vendors, enabled by technology, to bring mutually beneficial relationships.

Kate Leggett has elaborated that in the age of the customer, good customer experiences are the only sources of competitive differentiation. Organizations use customer relationship management (CRM) as a foundational building block in their customer experience strategy. CRM has the potential to transform customer relationships, but companies have only started to tap into the true power of these solutions. Her report has also summarized the top trends that application development and delivery (AD&D) professionals need take into account when planning for CRM success in the future.

According to Peppers and Rogers (1999) in some organizations, CRM is simply a technology solution that extends separate databases and sales force automation tools to link sales and marketing functions in order to improve targeting. Other organizations consider CRM as a tool specifically designed for one-to-one customer communications, only responsibility of sales/service call centres, or

marketing departments.

Goldenberg (2000) said attempting to connect the customer with the product can be achieved by automating a series of processes within the organization that allow the creation of that connection. Ciborra and Failla (2000) said it is apparent that the CRM concept has a technological component, but evidently involves other aspects of the organization.

Light (2001) stated that this confusion about the definition of CRM is also a likely contributor to the problems faced by organizations. They need to understand the theoretical and practical implications of the business perspective of CRM before initiating a CRM system project. CRM systems must be considered as, potentially, a key component of the operation of a CRM strategy—not the only component.

Concept of the Topic:

Customer Relationship Management **Customer relationship management (CRM)** is an approach to managing a company's interaction with current and potential future customers. The CRM approach tries to analyzed data about customers' history with a company, to improve business relationships with customers, specifically focusing on customer retention, and ultimately to drive sales growth.

Types- Operational

The primary goal of customer relationship management systems is to integrate and automate sales, marketing, and customer support. Therefore, these systems typically have a dashboard that gives an overall view of the three functions on a single page for each customer that a company may have. Operational CRM is made up of 3 main components: sales force automation, marketing automation, and service automation.

Analytical

Analytical CRM systems use techniques such as data mining, correlation, and pattern recognition to analyzed the customer data. These analytics help improve customer service by finding small

problems which can be solved, perhaps, by marketing to different parts of a consumer audience differently. buying a lot of products recently. After scanning through this data, the company might think to market this subset of consumers differently, in order to best communicate how this company's products might benefit this group specifically.

Collaborative

The third primary aim of CRM systems is to incorporate external stakeholders such as suppliers, vendors, and distributors, and share customer information across organizations. For example, feedback can be collected from technical support call, which could help provide direction for marketing products and services to that particular customer in the future.

Main components

The main components of CRM are building and managing customer relationships through marketing, observing relationships as they mature through distinct phases, managing these relationships at each stage and recognizing that the distribution of value of a relationship to the firm is not homogenous. When building and managing customer relationships through marketing, firms might benefit from using a variety of tools.

Objectives of CRM:

Objective of CRM is meant to bring together customer data from across the company. This is the primary goal and objective, and this translates into all staff having the access they need to meaningful information. This information, in turn, can be acted upon to develop and maintain profitable customer relationships. CRM implementation should be result in enhancements to customer visibility that meet or even exceed the expectations and requirements the business has for customer data needs.

Methodology adopted for study:

Exploratory research with deductive method is used in study of customer relationship management for the period of 2024 in the area of batanagor.

Structured questionnaire has been used and the respondents are approached directly to fill the questionnaire through primary data. Sample size are 100 respondents in Bata company limited also study was taken from the various online and offline sources. Online sources like journal, website, and various e – papers. Offline sources like some text books, magazines, and various newspaper.

Limitations:

The primary limitation is the uncontrollability of some variables like cultural impact on the buying behavior of customers.

There is possibility of sample respondent bias in their reporting of perceptual and attitudinal underpinnings on certain statements.

HYPOTHESIS- H_0 : There exist no significant relationship between Pre and post rating of customer awareness during the period.

H_1 : There exist significant relationship between pre and post customer awareness during the period.

Descriptive Statistics -							
	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
VAR00001	100	5.00	2.00	7.00	4.7300	1.26215	1.593
VAR00002	100	4.00	5.00	9.00	7.0900	.94383	.891
Valid N (listwise)	100						

Paired Samples Statistics					
	Mean	N	Std. Deviation	Std. Error Mean	
Pair 1 VAR00000 1	4.7300	100	1.26215	.12622	
VAR00000 2	7.0900	100	.94383	.09438	

Paired Samples Correlations				
	N	Correlation	Sig.	
Pair 1 VAR00001 & VAR00002	100	-.005	.962	

Paired Differences								
Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval		t	df	Sig. (2-tailed)	
-2.36000	1.57967	.15797	-2.67344	-2.04656	-14.940	99	.000	

Findings:

In addressing the strategy of the Bata company for CRM, our findings show that CRM is being well

strategized for the long term as it formulated. In this regard a feasibility report is usually made in collaboration with customers and customer bear concerns regarding this . After paired T test its proved that statistical significance difference at 5% level with demonstrating particularly strong significance. Descriptive statistics reveal that strong influences compare to pre and post ratings awareness of CRM. The study also finds that management in Bata companies attempted every possible effort to practice CRM across its functional areas.

The study also finds that the concerns of the customers of Bata companies, few efforts have been made yet for the appraisal of CRM. There is no monitoring and controlling tools that leads to chaos in the management of customer relation. The absence of proper appraisal system also leads to undirected CRM strategies which ultimately result in customer dissatisfaction. The modern approach of CRM assumes that customer behave rationally. So in this paper CRM is rapidly growing area that deals with influence of psychological biases and psychological mood of the customers should be studied .

Conclusions:

This study impact on Customer Relationship Management (CRM) systems on modern businesses. Across various industries and organizational sizes, the implementation and effective utilization of CRM demonstrably leads to a positive shift in key performance indicators. From enhanced customer satisfaction and loyalty to improved sales performance and streamlined operational efficiency, the benefits of a well-integrated CRM strategy are undeniable. Our findings point to the critical role CRM plays in fostering a customer-centric culture. By centralizing customer data, providing personalized insights, and automating key interactions, CRM empowers businesses to understand their customers better, anticipate their needs, and deliver exceptional experiences. CRM translates into stronger customer relationships, increased retention rates, and ultimately, greater profitability. However, the success of CRM is not guaranteed solely by its implementation. The study highlights

the importance of strategic alignment, employee training, and continuous optimization. A CRM system is only as effective as the strategy guiding its use and the people utilizing it. Without proper planning, training, and ongoing refinement, the potential of CRM can be significantly diminished, leading to frustration and a failure.

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