



## “CUSTOMER RELATIONSHIP MANAGEMENT IN COSMIC GRACE TOYOTA”

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### **ABSTRACT:**

*The core theme of all CRM and Relationship marketing perspective is its focus on corporative and collaborative relationship between the firm and its customer and marketing actors. Managing relationship with customer has become a critical organizational competency. Cosmic Grace Toyota giving a best service in Vidarbha region as well as outside. All organizations are tried to give excellent services to their customers. In present scenario customer satisfaction is the main source of organizational progress.*

### **KEYWORDS:**

Customer Relationship Management, customer satisfaction , Quality

### **INTRODUCTION:**

Customer Relationship Management means, building a long term relationship with customer and understand their needs and responding through offering different product through different channels. The core theme of all CRM and Relationship marketing perspective is its focus on corporative and collaborative relationship between the firm and its customer and marketing actors. It is based on the premise that, by having a better understanding of the customer needs and desire we can keep them longer and sell more to them. Managing relationship with customer has become a critical organizational competency. Get winning strategies for acquiring and retaining customers by leveraging the latest advanced technologies. CRM helping an enterprise to enable its marketing department to identify and target their best customer, manage marketing campaigns with clear goals and objectives, and generate quality leads for the sales team. Allowing the information of individualized relationship with customer with the aim of improving customer satisfaction and maximizing profits, identifying the most profitable customer and providing them the highest level of service. Providing employees with information and processes necessary to

know their customer understand their needs and effectively build relationship between the company, its customer base and distribution partners. “Cosmic Grace Toyota” is a well reputed automobile company at Akola; it’s doing great work in automobile sector and is well known for its strategies and technology. Cosmic Grace Toyota giving a best service in Vidarbha region as well as outside. It provides better service quality to the customer i.e. QSERVICE Q stand for Quick, Qualified and Quality with QDR service in sales means Quality, Durability and Reliability. It’s organized the events, social welfare programs and provides gifts to the customer and also gives various benefits to customers. It gives special service “Smile Value Pack” to the customer who has many features like Discounts, Benefits and Free pick and drop system etc.

In Cosmic Grace Toyota Customer Relationship Management design some means for how to attract the customers? They are as follows:

- Providing special benefits to the customer.
- Creating trust in their mind.
- Giving respect to them.
- Commitment with them.
- Sharing ideas, views and values.

#### **IMPORTANCE OF CRM:**

- CRM is main key for maintaining long term relationship with customer.
- CRM enhanced the way for customer satisfaction.
- CRM system is the best tool to know more about the customer at right time.
- It makes easy accessibility of transferring information between the sales, marketing service and customer support department.
- It generates more lead to the business and enhanced better customer satisfaction.
- It is valuable tool to handle the business and enhanced better customer service.
- CRM is the best way to build reputation for the business.
- It helps to build better understanding with customer.
- It enhanced quick and efficient response to the lead; thereby we close the details immediately.

- Customer satisfaction and business both are the main keys for running a successful business.
- CRM is essential to enhance the business process and helps to maintain a good relationship between customer and business.
- In Cosmic Grace Toyota Customer Relationship Management is essential to find new customers.
- In Cosmic Grace Toyota Customer Relationship is important for their success.
- Customer Relationship Management helps to reduce the process time and increase the productivity in Cosmic Grace Toyota.
- Customer Relationship Management is important for customer satisfaction.
- Customer Relationship Management helps the executives which handle all customer related information in one particular place.
- All of these ensure importance of CRM in handling better customer relations.

#### **PRODUCTS & SERVICES OF COSMIC GRACE TOYOTA:**

There are five products of Toyota: 1. INNOVA, 2. ETIOS, 3. ETIOS LIVA, 4. FORTUNER, 5. ALTIS.

Cosmic Grace Toyota gives QDR service in sales means Quality, Durability and Reliability. It gives special benefits, product knowledge, market awareness, and price help to select suitable product test drive.

Cosmic Grace Toyota gives Q service. Q stands for Quick, Qualified and Quality. Company always gives gift to the customers. It gives special service 'Smile Value Pack'. The customer gets various benefits like discounts, free pick up and drop system etc. that totally satisfy and often exceed customer needs and expectations in all respect to delight them.

#### **CUSTOMER RELATIONSHIP MANAGEMENT ACTIVITIES:**

In Grace Toyota CRM executives doing Maintenance Reminder System (MRS) call to customer for their vehicle. It is an integral part of service. It comes under service initiation part wherein dealer reminds the customer about the periodic maintenance due for the vehicle through tele-call/SMS/e-mail/direct mailer based on the vehicle usage.

The object of this is to remind customer about their service at the right time with the quality information and promote appointment system which help customer to plan their

service needs. During MRS, staff also probes for additional jobs apart from standard periodic maintenance job. The reminders are sent in two forms which are voice based and text based. The voice based is normally through tele-call and text based is through SMS, e-mailer, mailer. The MRS cycle involves activities namely listing the target customers, checking them for accuracy, sending SMS/mailler/e-mail and finally the follow-up call. In reaching towards customer on right time with quality information through MRS activity helps in creating positive impression about Dealer and Toyota in the minds of customers. An effective MRS will ensure healthy customer retention rate. The MRS is a crucial activity considered in customer satisfaction survey as it directly relates to customer satisfaction. The MRS call done with the help of special software. I-CROP and SECURITY CENTRE these patent software purchased by Toyota from Japan.

**FACILITIES IN THE ORGANISATION :** In organization, a customer lounge that is rest room, it is an important because the customer can be accommodated in an area is warm, friendly and clean. Free Pick-up and Drop for servicing vehicle of customers, Easy payment method, Canteen facility, Wash room.

**OTHER ACTIVITIES:** Welfare Program, Blood Donation Camp, Customer Meet, Sports (Cricket, Golf), Mall Events, Ganesh Festival, Diwali Festival, Free Service Camp etc.

**RESEARCH METHODOLOGY :**

Researcher used the survey method to collect the data from employees and customer at Cosmic Grace Toyota. Primary data was obtained from Managers who are dealing with customers in the organization. To collect data interview method has been adopted, researcher had interviewed Customer Relationship Management Executives and some workers before reaching to the conclusions. Secondary data was collected from the Magazine, Books, and Journals and from Internet. The sample of 40 respondents selected for the study. Study is limited to Cosmic Grace Toyota, Akola, Maharashtra unit only.

**OBJECTIVES OF STUDY:**

- To study Customer Relationship Management in Cosmic Grace Toyota.
- To study Consumer Behavior towards Cosmic Grace Toyota.
- To study the opportunities and challenges of Cosmic Grace Toyota

**DISCUSSION:**

- 1) It is find out the majority of employees in organization are in the age group of 20 to 40 years.
- 2) Male employees are more than Females in the organization.
- 3) Cosmic Grace Toyota is private company so naturally manpower is educated. Most of the employees are post-graduate.
- 4) In Cosmic Grace Toyota 67% workers are married.
- 5) CRM is good for establishing long term relationship with customer. The first priority of Cosmic Grace
- 6) Toyota employees are customer satisfaction.
- 7) The CRM helps to employees to do work better in the organization.
- 8) The relation between customers and employees are strong in the organization.
- 9) The 83% employees responded that, they solve customer problems on their priority basis.
- 10) The fulfillment of customer need is challenging job in Toyota.
- 11) 93% customers are satisfied by Toyota services.
- 12) It is a challenging job to convince customers.
- 13) It is observed that, all important facilities are available in Toyota.
- 14) Good communication with customers improves relation with customers as well as business.
- 15) Working atmosphere in organization is excellent.
- 16) Majority of employees responded that, customer satisfaction is very important for the growth of business.
- 17) It is observed that, employees are very happy; they enjoy their work with their colleagues.
- 18) Most of the vehicle users are belongs in age group of 20 to 60 years.
- 19) In organization, customers which are come in organization are generally highly profile and politician.
- 20) It is find out that, most of the customers are males.
- 21) Cosmic Grace Toyota is better in their services because most of the customers responded that, their experience with organization is excellent.
- 22) The atmosphere and nature of Toyota employees is good, 90% customers responded that, employees always gave respect to them.

23) 21. 80% customers are satisfied by Toyota products and services.

24) Majority of customers responded that, Toyota provided quick services than others.

25) They never face any type of problems in Toyota because the service and facilities in Toyota are quick & better.

**CONCLUSIONS:** Company took regular feedback from customers to improve employees – customer relations. 93% customers are satisfied with quick and better services. The relation between customers and employees are strong in the organization Employees are also very happy, they enjoy their work with their colleagues. For effective utilization of CRM company adopted various techniques i. e. based on organization strategy and plans, recognize and develops opportunities to work with other both inside and outside the organization. It maintain a strong network with individual and team both inside and outside organization which generate information, resources and co-operation.

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