



CRM: Tools to retrain the customer and identify Customer Purchasing Pattern

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ABSTRACT

In order to sustain in the market, a marketer must know the customer needs and wants and their purchasing pattern and the market trend. In this paper, we have focused on the marketer point of view, how he/ she must look towards the opportunities and competitors side by using Plan, Do and Evaluate. We have tried to cover all the aspects of the organization. Here I have taken the primary survey on an online platform like what are their common problems, offers, how often they visit and small analysis on the data. The Marketer must focus on long term goals by having good relations with the customers. Every single feedback and every complaint should be focused with due care and respect to deliver the customer best.

Keywords: Customer relationship management, customer satisfaction, loyalty, offers, Data, online platform .

INTRODUCTION

CRM focuses on customer relationships with corporations. CRM integrates the firm's resources like people, operations and marketing capabilities to deliver the customer best. It collects the data of the customer and keeps the track on the purchasing pattern. It helps in retaining the purchasers by providing different offers, vouchers etc. nowadays companies are paying millions and millions to analyze the customer purchasing pattern. It is not a sales-oriented business now. Managing the connection with the customer totally depends on organizational competency. Every company's main Goal is profit which may be only achieved by satisfying the customer's wants, needs and desires. to ascertain the market, the marketer should concentrate on 4 aspects i.e

1. Identifying the customer
2. Targeting the correct customer
3. Acquiring over the competitors
4. Retaining the most effective

Identifying the customer: The marketer should know the customer's needs and desires to take care of a relationship between the customer and also the Brand. within the current scenario, everyone produces goods and services. if you're giving the customer what they require. it'll cause customer satisfaction and which is able to help in identifying the correct set of consumers. Identifying the customer is one amongst the important roles in every organization. identification of consumers helps to boost the marketing and sales activity.

Targeting the correct customer: The marketer should detain the mind for whom these goods are made. After identifying the customer, targeting the correct set of individuals becomes much easier. as an example, if any company is producing face-wash. A Marketer should know for whom he's producing. Whether it's for teenage, youths or middle-aged people. Targeting customers should be done keeping all the external aspects like geographical, demo-graphical, political, legal, economical, etc.

Acquiring over the competitors: Marketer should keep a track on the competitors and their strategies. If you don't keep a track on the competitor, they will capture your customer . acquiring a customer is a difficult task for any marketer.

Retaining: According to some research papers, the customer generally leaves the corporate thanks to dissatisfaction, drawn to competitors, poor customer services, price difference, lack of customer experience than on. Retaining customers is going to be easy, once we discover why they left.

Taste and preferences continue changing. As an example, previously if we would like to shop for something, we used to travel to restaurants and make a choice from the menu. But now, its bushed fingertips. We are able to see the entire menu and order from home which is able to be delivered in no time. The marketer should keep a track of customer needs and desires to be a competitor.

Feedback and customer review plays an important role to grasp what a private thinks of the merchandise and also the organisation or are we able to provide a product value to our customer. Data analyst keeps marketer notified about this sales and future sales . after we deliver the merchandise and once we get the feedback. It becomes a 2-way communication where an organisation provides product value to the customer and the customer shares his or her experience to the organisation. Resolving the issues of each and every individual which makes them feel the belongingness.

According to the industry view, CRM consists of:

1. Providing the marketer with the data and process necessary to grasp their customer needs and wish to create a relationship with the corporate, distribution partners.
2. Helps the marketer to spot and to focus on their customer, managing marketing campaigns with clear goals and objectives.
3. Analysing the results of the marketing campaigns and advertising. to grasp customer response towards the advertisement, campaigns and percentage increase in sales.
4. Use the web to interact in collaborative customization or real-time customization.

LITERATURE REVIEW

In this paragraph, sincere effort is given to spotlight the concept and significance of CRM vis a vis the uses and also the application of CRM in Online platforms. Customer relationship management might be a continually evolving domain and whereas social media technologies have revolutionized for changing the experience of both business and consumers.

CRM could be a key element that enables an online platform to develop its customer base and sales capacity. The goal of CRM is to manage all aspects of customer interactions during a manner that allows the organisation to maximise profitability. In jazz J. Chen and Karen Popovich(2003) describes that Companies had successfully implemented CRM which resulted in customer loyalty and high profitability. However, successful implementation of CRM is elusive to several companies, mostly because they are not understanding the concept which is required by worldwide companies. Although an outsized portion of CRM as a technology is probably going to fail.

So understanding of customer expectations with reference to service delivery levels and merchandise quality is important for establishing an extended-term symbolic value relationship. From the foregoing, it are often said that the aim of CRM is to achieve Customer Focused Services, Information and Communication Technology, Complaints Management, prime quality Service (KhandWalla, 1995; Eisingerich and Bell, 2006), Timeliness in commission Delivery, Friendliness of Employees (Reinatz and Kumar, 2003), easy Opening Account and Competitive Charges so on boost organisational performance as indicated by such variables as Customer Satisfaction (Morgan and Hunt, 1994; Naidu et al., 1999), Customer Retention (Dick and Basu, 1994; Morgan and Hunt, 1994; Reichheld, 1996), increase in a number of shoppers (Gronroos, 1990), and increased net income (Khandwalla, 1995; Page et al., 2006). This study was done by Alrubaiee, laith and AL-Nazer, Nahla. (2010) taking all the research papers of the authors and studying about the customer-oriented services.

The marketing function is getting diversified and gradually shifting from mass marketing to segmented marketing to become the customer-centric market (Sheth, J.N., Sisodia, R.S. & Sharma, A ,2000) introduced by CRM which helps in reducing transaction costs and overall development costs for the corporate. There are 2 important reasons that every organisation should aim at customer satisfaction and customer loyalty to develop relationships whether it is new or existing customers (Virendra.M 2020). eventually finishes up in superior mutual value creation between the organisation and also the customer. Further, a transparent vision of CRM alongside appropriate strategies if applied in banking sectors revealed that beneficial in maintaining the customer service quality, customer satisfaction and customer retention which ultimately ends up in the expansion of the organisation and profitability. Satisfying the inside customers and building an honest relationship with them, the link with the external customers can even be retained by the organisation.

CRM could be key to form a superior customer experience. It manages the customer relationship by creating a transparent understanding. Fundamentals of every business should be focusing on the customer relationship which requires proper strategy from every department that should be an integrated plan (Atul and Jagdish 2001). by developing, services and products supported the added value for target groups, then enabling the particular sale and delivery of services and products through the chosen channels, and developing future profitable relationships with customers after-sales services.

Many researchers are tired of various industries especially within the banking sector that are focussing on customer-oriented services (Ndubisi et al., 2007; Rootman et al., 2008; and Dutta and Dutta, 2009). Anderson (2002) explored the CRM perceptions in freight forwarder services and commercial operations, that they had popped out with six different dimensions of CRM like customer acquisition, customer response, customer knowledge, customer data system, customer value evaluation, and customer information process.

Many CRM programs fail for two reasons:

1. **Mismatch of objectives:** Business processes and organizational goals don't match with the strategic CRM. Before a CRM system is implanted in any organisation it should be matching with the organizational vision, mission and goals..
2. **Lack of an enterprise perspective:** To make customer Relationship Marketing effective, it requires that the organization creates a seamless enterprise view. A lot of CRM programs fail because they're assembled with disparate components that are not designed to figure together as a part of an entire CRM system designed to satisfy organizational objectives.

Table 1--RESULTS AND DISCUSSION PERCENTAGE ANALYSIS OF SAMPLE TAKEN:**SAMPLE SIZE- 120**

<u>GENDER</u>			
MALE (70.5%)		FEMALE(29.5%)	
<u>AGE</u>			
12-18(1.6%)	19-25(70.5%)	26-35(23%)	36>(4.9%)
<u>MARITAL STATUS</u>			
UNMARRIED (86.9%)		MARRIED(16.4%)	
<u>EDUCATIONAL QUALIFICATION</u>			
UPTO 10 TH (1.6%)	UPTO 12 TH (6.6%)	UG(52.5%)	PG >(39.3%)
<u>OCCUPATION</u>			
EMPLOYEE (39.3%)	PROFESSIONAL(6.6%)	HOUSEWIFE(8.2%)	STUDENT(47.5%)

Source:**INTERPRETATION**

From the above table 1 we are analyzing the personal information for the research purpose. This shows that the 70.5% majority of the respondents are male in gender would preferred to online platform for shopping or avail any services in which majority 70.5% is 19-25 age group of people .Most of the people i.e around 86.9% are unmarried prefer online platform in which majority 52.5% are UG students. Respondents are mainly students 47.5% and employees 39.3% use online sites .

Table 2--GENERAL INFORMATION FROM THE RESPONDENTS

<u>HOW OFTEN DO YOU VISIT AN ONLINE WEBSITE?</u>					
Once a week >(64%)		once in 2 week(9.8%)	once a month(21.3%)	once in 6 months(4.9%)	
<u>ONLINE DISCOUNTS AND OFFERS ATTRACT</u>					
Yes(77%)		No or may be or sometimes(23%)			
<u>FACTORS INFLUENCING TO BUY ONLINE</u>					
Price(34.4%)	discount(34.4%)	delivery convenience(16.4%)	return policies(4.9%)	payment methods(9.8%)	
<u>WHICH ALL MEDIA INFLUENCE YOU?</u>					
Facebook(21.3%)	Instagram(29.5)	YouTube, Pinterest(3.2%)	blogs(6.6%)	newspaper(1.6%)	none(37.7%)
<u>LOYAL TOWARD ONE BRAND</u>					
Yes(49.2%)		no or may be or sometimes(50.9)			
<u>PREFERED MODE OF PAYMENT</u>					

Debit/credit card(47.5%)	net banking/UPI(19.7%)	Gpay(18%)	cash on deliver (14.8%)
ESTIMATE DATE OF DELIVERY OF ONLINE PRODUCT			
1-2 days(11.5%)	3-6days(60.7%)	7days(13.1%)	8 or > days(14.8%)
WHAT ISSUES DO YOU FACE IN ONLINE SHOPPING?			
Confusion interface(11.5%)	too many options(8.2%)	size issues/quality issues(55.7%)	authentic products(6.6%)
lack of personalized products (8.2%)	return policies (9.9%)		
HOW YOU CONTACT CUSTOMER CARE SERVICES ?			
Call(72.1%)	message(4.9%)	email(23%)	
DO YOU GIVE A HONEST FEEDBACK?			
Yes(83.6%)	no or may be or sometimes(16.4%)		

Source:**INTERPRETATION**

From Table 2 we have collected the responses from the respondents to study customer behaviour towards the online shopping platform.

- Majority of the people(64%) intend to visit once in a week or more on online websites to see if any offers or discounts or for any new arrivals. Rest all, visit once in 2 weeks or a month or 6 months.
- According to the sample survey, we can see that online discounts and offers attract 77% people whereas 23% are not interested in offers.
- There are many factors influencing the people to buy online like price, discounts, delivery convenience, return policies, payment methods and many more. Majority of people like to shop due to price(34.4) and discount(34.4).
- Nowadays, blogs and YouTubers are sponsored or are doing paid advertisements to influence youngsters and it's more like brand promotion. Majority of people get influenced by Instagram(29.5%) and by Facebook(21.3%).
- According to the survey, brand loyalty and brand disloyalties are 49.2% and 50.9% respectively. It's not a huge difference, so we can say people prefer both the products.
- Mode of payment is one of the important criteria for the customers. Still, people are not comfortable with online payment as there are high chances of money blockage or fraud. Every online site doesn't give cash on delivery or pay of delivery which leads to loss of a customer . Majority of the users prefer to use a debit/credit card i.e 47.5%.
- People generally prefer online shopping because it's convenient for the customer and it comes directly to the doorstep. Estimate delivery of an online product is usually between 3-7 days. Here the majority of the responses get their online product by 3-6 days i.e 60.7%).
- Majority of the people facing problems in online shopping are size issues and quality issues. Most of the customers complained that the product which they see online is not what they get.
- 72.1% of people prefer to call customer care services instead of message and email.
- Majority of people i.e 83.6% give honest feedback and the rest give it in a hurry.

FINDINGS:

CRM is a tool which helps in focusing all the aspects of the organization. Efficient customers directly result in customer loyalty. Before implementing any CRM system we should always PLAN, DO, EVALUATE.

- a. Plan: CRM system which we are using for any organization should be consistent with the organisation goal, vision and mission. the corporate should have the Database in order that marketer can keep a track on the previous customer. Thinking all the size of the organisation and sales.
- b. Do: this is often the action stage where customer data is employed to research the purchasing pattern of every and each customer. A planned CRM system helps to know the frequency of buying or customers who want to shop for but they only left it in cart. the web platform regularly gives a notification to the customer associated with the previously reviewed product. Action stage attracts new customer matching with our taste.
- c. Evaluate: Here customer data is evaluated with the comparison of the old data. it's going to be within the sort of Bar, Column, Line, graphs, pie or charts.it helps in that specialize in the explanations why it had been unable to realize the target or why a customer wasn't preferring that specific product. Marketing and sales division tries to return up with discounts, or season sales or innovation to interact and flinch the customer .Data analysing will also help the assembly department and sales division forecast upcoming sales. but this process continues.

CONCLUSION

The study of CRM is one of essential parts for any company to focus their resources at the right place for the right people. Making use of a proper CRM system according to the organisation vision, goal and mission. It helps the company in getting updated with the new technology and new changes so that they can absorb it .Replies to the feedback and complaints should be made within 1 day whether its call, message or email.

- The Marketer should focus more on social media marketing and digital marketing than posters and advertisement. Almost everyone has access to the internet whether it's rural or urban. blogs and TikTok videos also drive many youngsters.
- CRM should be more customer-centric.
- Proper mining and integration of data should be done i.e collecting, analysing, interpreting.

Sometimes due to poor projection of wrong customer information, unclear goals, people and processes . may lead to heavy losses for which proper planning and evaluation should be done regularly. Analysing and mining the data makes it which makes the marketer to analyse the customer purchasing pattern or current trend pattern. If it is analysed in the right form the company can focus on improvement in customer and to understand the market opportunities.

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