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Abstract:

As per the trade enquiry for each and every business organization the customers is a necessary person to run and develop the business to the next level. The life blood of the business is finance means the blood nerves of the business is customers. It is applicable for all Small, Medium and Large types of business organization and also the purpose of CRM to manage their customers through the reliable system, process and procedures for interacting with customers. The CAM focus on service automated process, personal information gathering and processing and self service. It attempts to various customer serving process into a business. The customer relationship management includes methodologies strategies, software and web based capabilities it helps an organization to manage customer relationship.

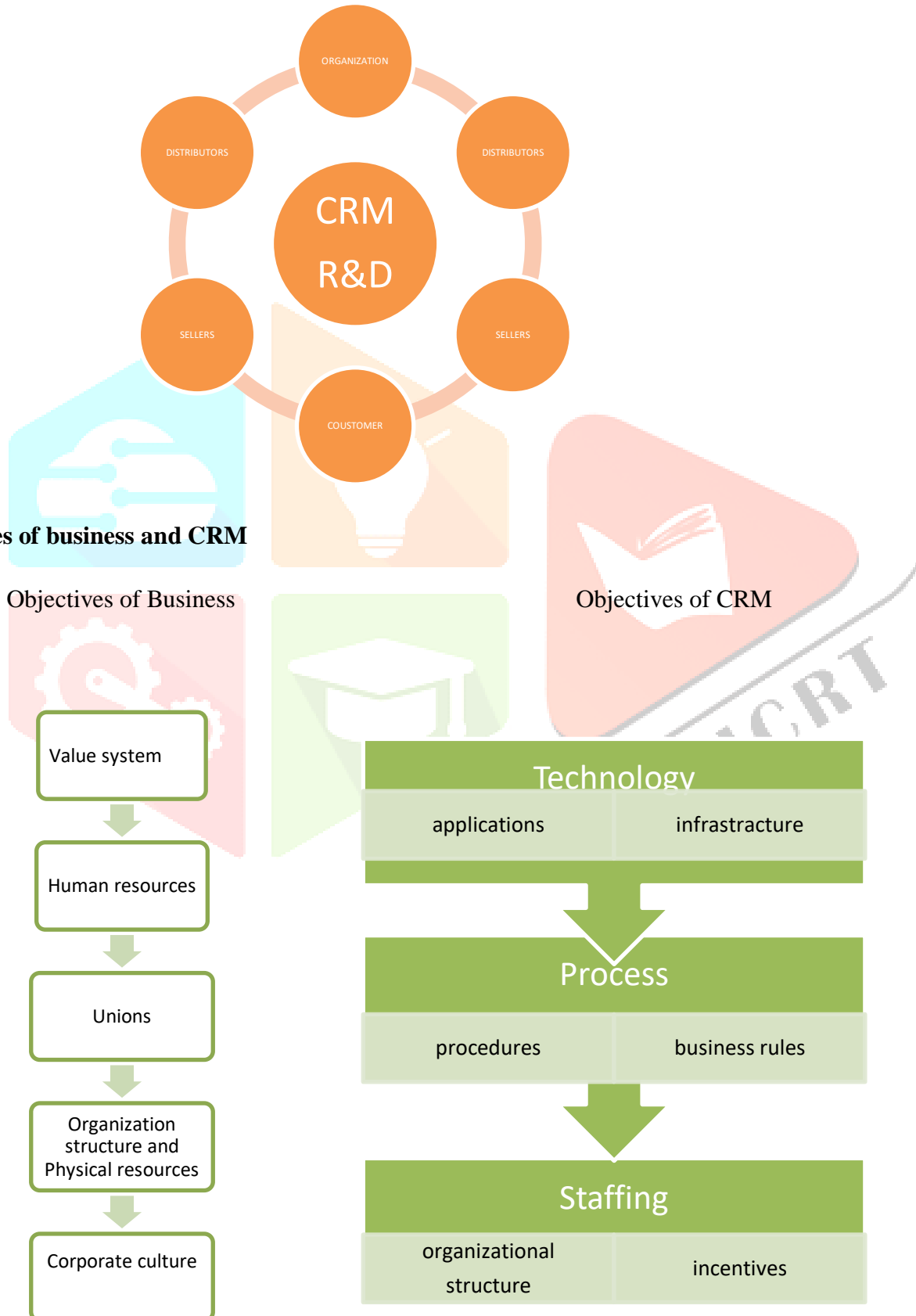
Keyword: Promoting customers, Hospitality, Mentality.

Introduction

The Customer Relationship Management (**CRM**) was introduced in the year of 1987. After that the computer has been played a vital role in the field of business organizations particularly in the years (1990 to 2000). The computer is used to store the data's of the organization and as well as the customers too. So the organization has been develop the CRM efficiently and effectively to be in touched with their customers regularly and the organization is ready to serve the customers with smile. The organization wants to setup a Research and Development team (R&D) to find the customer's needs and wants. While taking some important decision the organization want to accept the customer's desire some in some place not all the place. This is what a portion of promoting the customer's.

Scope of customer service

Each and every customer is very important to the organization. The scope is referring to action taken by the seller to the organization. All the grievances want to be solved. The consumer grievances are known by the business organization in cycle process.



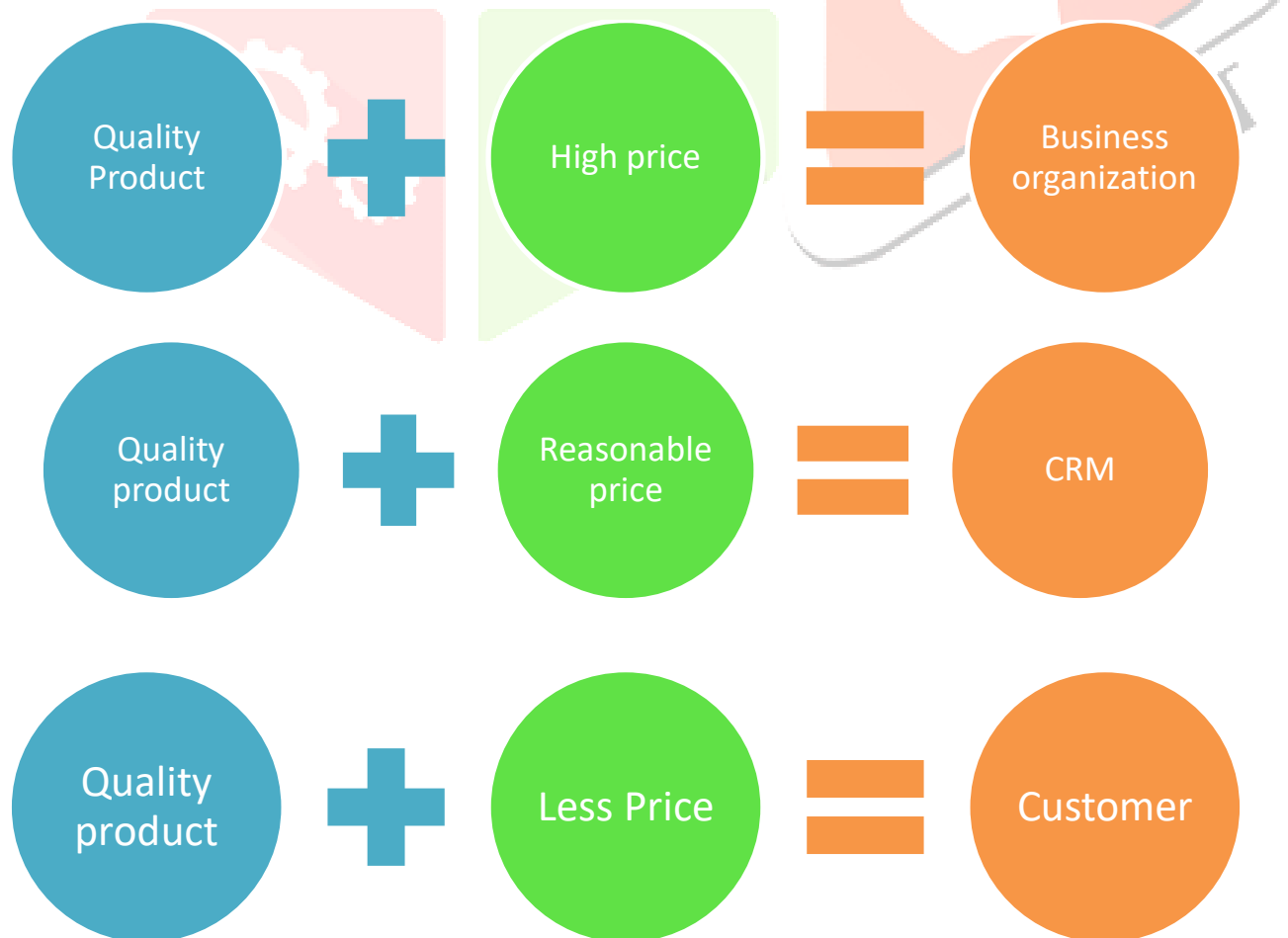
Both of the objectives are individually satisfied to the organization and CRM but when it comes to the customer point he thinks that each and every one are concentrating in their own benefits so the customer also being aware of their benefits.

Hospitality

The hospitality is about welcoming the customers into the business. The hospitality is all about the art of entertaining or receiving guests. Every customer is pride to the business persons the way of talking, the way of behaving, the way of treating and clarifying the droughts for the customers. The relationship wants to be a legal one. Before going to the business all the particular details of the business want to talk clearly by both of them so in future there will not be any obstacles into the business.

Mentality of business organization and customer

The desire is different while comparing one person to another. Each and every customer has different types of tastes. In this a group of persons will like one particular flavor, another group of persons will like some another flavor and some persons will like both the flavor.



Here in the above chart we can find the mentality of the business organization to sell the products to earn the profit. The customer also aware of price while purchasing the products. In this situation the CRM is was so friendly which works under the organization its acts as a middle man in between the organization and customer promoting them by giving quality products at reasonable price. So that the customers will be in touched and it is also a chain process to the organization to keeping on doing business with the same customers.

Business strategy

The business strategy was evolve and is usually a responsibility of chief executive officer (CEO), the board members and the strategy director. This is important because all the business organization have some unique strategy. The organization will follow the process what is mentioned in the strategy.

Customer strategy

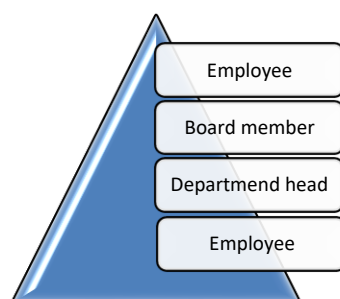
The customer strategy was involves examining the existing and potential customer based action. As part of this process, the organization needs to consider the level of subdivision for customer segments, this involves decision about whether a macro, micro and small level business organizations.

Market

The market is big at once trade is globalized it was become like ocean. There is several numbers of organizations and their products are countable. The business person wants some special skill to serve the customer. So that the customer will not go to the next party. The business organization also wants to offer some discounts or some gift to promote or boost the customers.

Promoting the customers

First of all the promotion is must in all the organization because it is a type of encouragement and want to do their work more efficiently and effectively (i.e.) an employee growing towards a employer.



Promotional mix



Promoting the customers

- ✓ Hospitality
- ✓ Providing discounts
- ✓ Sending greetings
- ✓ Special offers to regular customers
- ✓ Honoring gifts
- ✓ Providing credit facility to regular customers
- ✓ Offering tours

Sample Data's

SAMPLE DATA - Analyzing Customer for the year (18-19)				
S.No	Types of Customers	Small (worker 1 to 50)	Medium (worker 1 to 100)	Large(worker not less than 150)
1	Regular customers	7	20	36
2	New customers	28	79	143
3	Season customers	12	33	72
4	New customers continuing as regular	9	10	14

- ❖ The mean of the small business organization is x/n $7+28+12+9$ therefore $56/4$ Mean = 14.
- ❖ The mean of the medium business organization is x/n $20+79+33+10$ therefore $142/4$ Mean = 35.5
- ❖ The mean of the large business organization is x/n $36+143+72+14$ therefore $265/4$ Mean is 66.25

- ❖ The combined arithmetic mean

Forumula:

$$X_{123} = \frac{N_1 X_1 + N_2 X_2 + N_3 X_3}{N_1 + N_2 + N_3}$$

$$N_1 + N_2 + N_3$$

$$\frac{4 \times 56 + 4 \times 142 + 4 \times 265}{4 + 4 + 4}$$

$$4 + 4 + 4$$

$$\frac{224 + 568 + 1060}{12}$$

$$12$$

$$1852$$

$$12$$

The combined arithmetic mean = **154.33**

Conclusion

Finally all the Small, Medium and Large business organization want to treat the customer with good hospitality. Even though the creditors are taking more time to settle their payment the organization want to wait and give some grace time period to settle the amount. In some decision making process (*i.e. selling bulk goods at customer desirable price*) there want to be some special skill to handle the customers. Here the organization wants to avoid all the redundancy data of the customers.

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