

A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT AT KOVAI.CO

¹Shushmitha M, ²MRS T S Arthi

¹Student, ²Assistant Professor
Department Of Management Studies
Sri Ramakrishna Engineering College,
Coimbatore, India.

Abstract- Understanding customer relationship management is the goal of this study. Goal of the research To comprehend the tastes and behavior of customers, In order to assess CRM tactics' efficacy, To determine the potential and difficulties associated with using CRM, To investigate how technology functions in CRM, to create a CRM foundation. The study's scope includes business intelligence, customer relationship management, and customer data management. The key data study variables for this investigation came from the employees themselves. The instrument employed for gathering information is a specially created survey. The analysis tools utilized are basic proportional analysis. The Study recommends to consider the factor for Customer relationship management.

Key words- Customer Relationship management: CRM, Relationship management, Customer satisfaction.

I. INTRODUCTION

CRM is an age-old practice that focuses on acquiring, developing, and retaining loyal customers for profitable growth and brand value. It is an age-old discipline and set of software and technologies that automates and improves business processes in sales, marketing, customer service, and support. CRM helps companies understand, establish, and nurture long-term relationships with clients. It offers benefits like shorter sales cycles, integrated customer feedback, improved communication, and enhanced customer satisfaction. CRM has transformed organizations' operations, shifting focus from traditional to relationship marketing.

THEORETICAL BACKGROUND OF THE STUDY

Anywhere the study's basis is created using multiple questions. The CRM is used to manage the relationships between the different customers and the company. CRM relies heavily on efficient organisational communication. As a result, customer loyalty, trust, and confidence increase. An organisation that manages connections properly can assess whether its objectives are being met.

II. OBJECTIVE OF THE STUDY

This study aims to achieve the following objectives.

1. To understand customer behavior and preferences
2. To evaluate the effectiveness of CRM practices
3. To identify the challenges and opportunities of CRM implementation
4. To explore the role of technology in CRM
5. To develop a framework for CRM

III. METHODOLOGY

Research Design

- Exploratory

Sample Design

- Sampling method: Convenient sampling
- Sampling Size: 121 respondents were reviewed

Tools for Analyses

- The tool used for collecting data is specially designed questionnaire.
- The tools used for analysis is simple Percentage analysis.

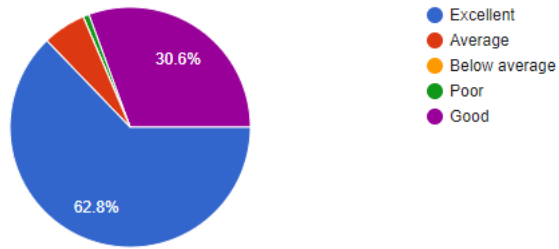
Method of Data Collection

- Primary data collection

IV. DATA ANALYSIS AND NTERPRETATION

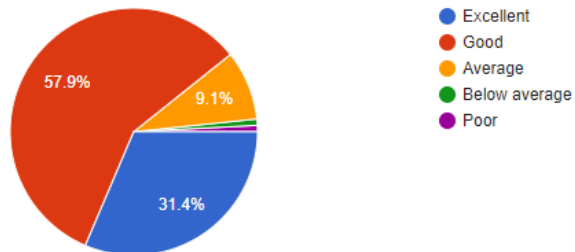
1.How quick was the Response on Phone calls/E-mails?

121 responses



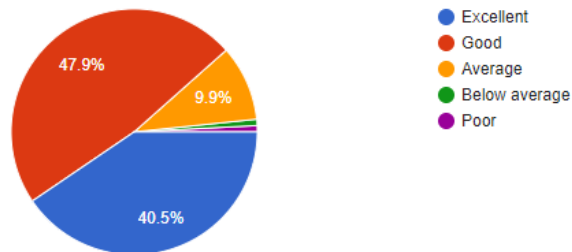
2. How is the Follow -up on Requested Information?

121 responses



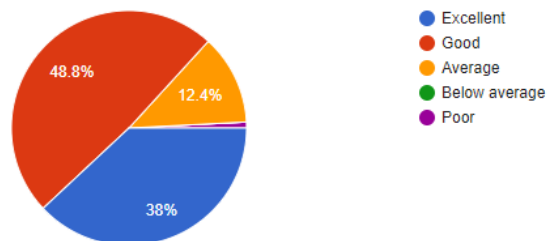
3.How well you know about our Product?

121 responses



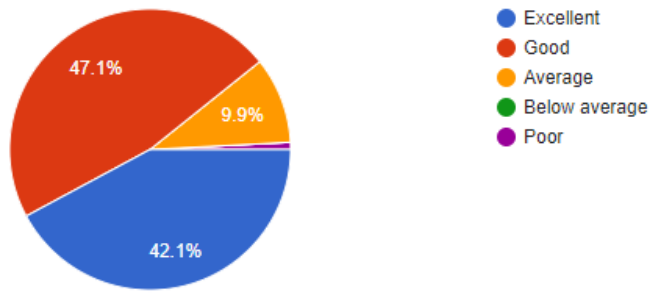
4. How would you rate the Personal Attention given by the team?

121 responses



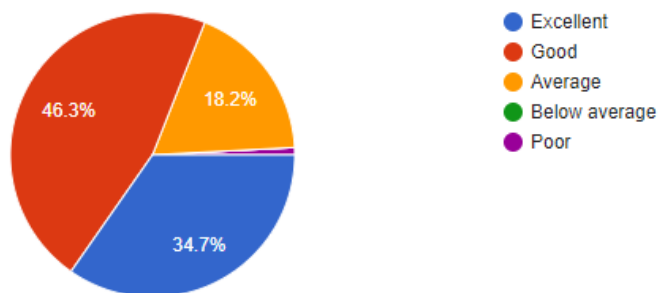
5. How quick is the Order/ Processing Accuracy?

121 responses



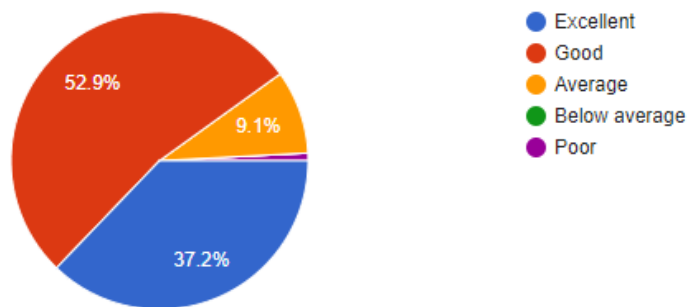
6. How are the Flexibility Effort taken by the support /Technical Team?

121 responses



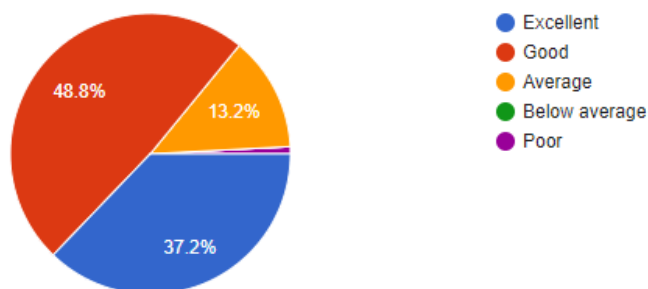
7. How would you rate the overall quality of the product/services you received from our company?

121 responses



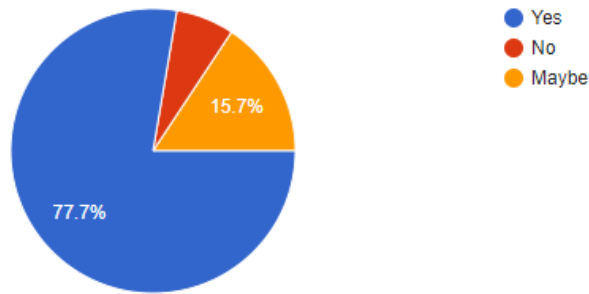
8. How is the Problem solving ability?

121 responses



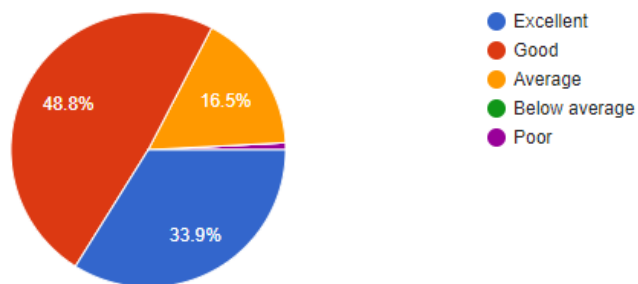
10. How likely are you to Recommend our Product/services to your clients?

121 responses



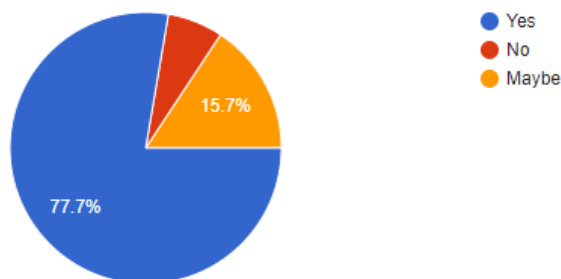
9. How our customer /Technical Representative meet your expectations?

121 responses



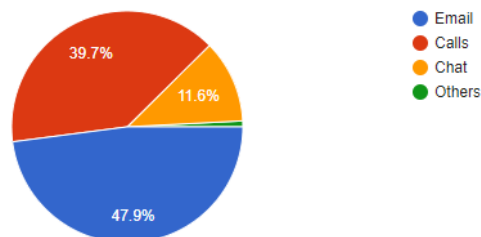
10. How likely are you to Recommend our Product/services to your clients?

121 responses



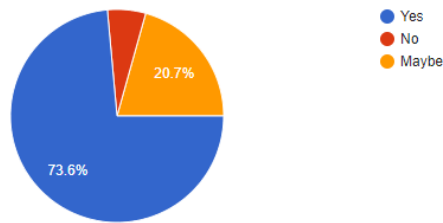
11. How do you prefer to communicate with us ?

121 responses



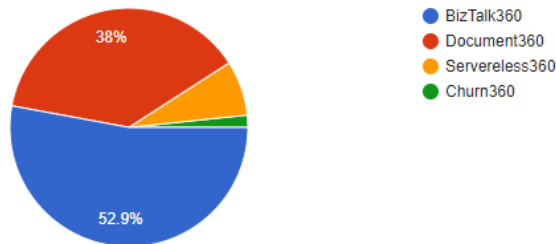
12. How likely are you to continue using our products/services in the future?

121 responses



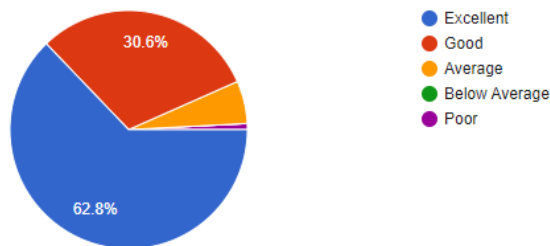
13. Which of Kovai.co's products or services do you find most valuable?

121 responses



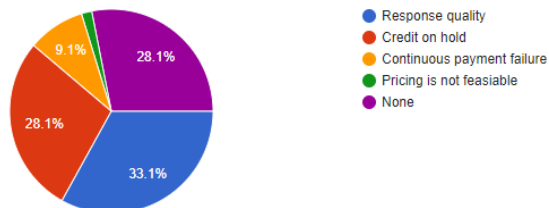
14. How well does Kovai.co listen and respond to your feedback and suggestions?

121 responses



15. What kind of professional services related problem does the customer faces?

121 responses



V. FINDINGS

- Considering different industries, customers from IT/ITES and SaaS are proactive in calls, email response, portal usage and ticket volume as well.
- The customer’s most valuable product is BizTalk360.
- The customer likely will use the product in the future.
- Customers are likely to communicate in the form of email.
- Customers are interested in suggesting the product to their clients.
- Customer satisfaction is good and satisfactory to their customers.

RECOMMENDATION

- If the high volume of unresolved issues and recurring issues persist, they may become a potential churn.
- Tickets are highly concentrated around IT/ITES and SaaS clients.
- If the same scenario continues, clients who are active with high volume of tickets may start to look for alternatives when their issues remain unresolved for a long time.

VI. CONCLUSION

Understanding requirements is the Key. Firstly, a customer searches for a solution that quenches his needs. If his requirements are met, he feels valued by the product or service. As a customer success manager, one should be responsible for hearing and understanding customer needs, taking the ideas to the organization, and ensuring necessary steps are taken. Basically, customer Relationship lays a firm bridge between customers and the organization. By concentrating on this process, the customer feels heard, builds trust, and hence stays with the product. SaaS industry is like a leaking bucket, churns are unavoidable for such an industry. Still, the customer Relationship team must make sure that the client moves out of the product only due to company-controlled decisions like closure of the firm or product, requirements mismatch with the nature of the product, external environment such as lockdown, war, political and legal issues. Whereas, if the customer wants to move out due to quality, pricing or support given, it must be reported to the concern department and put forth the strategies to retain the customer. Significant parameters such as additional features, billing cycle, responsiveness, recurring issues, and portal usage plays a major role in customer success management to retain customers. Suggested strategies can be considered, and data driven way can be opted for reducing churn and to ensure customer satisfaction.

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CRM – Customer Relationship Management Questionnaire

1. How quick was the Response on Phone calls/E-mails.
 - Excellent • Average • Below Average • Poor
2. How is the Follow -up on Requested Information
 - Excellent • Average • Below Average • Poor
3. How well you know about our Product
 - Excellent • Average • Below Average • Poor
4. How would you rate the Personal Attention given by the team
 - Excellent • Average • Below Average • Poor
5. How quick is the Order/ Processing Accuracy
 - Excellent • Average • Below Average • Poor
6. How are the Flexibility Effort taken by the support /Technical Team
 - Excellent • Average • Below Average • Poor
7. How would you rate the overall quality of the product/services you received from our company.
 - Excellent • Average • Below Average • Poor
8. How is the Problem solving ability
 - Excellent • Average • Below Average • Poor

9. How our customer /Technical Representative meet your expectations.
- Excellent
 - Average
 - Below Average
 - Poor
10. How likely are you to Recommend our Product/services to your clients
- Yes
 - No
 - Maybe
11. How do you prefer to communicate with us (email, phone, chat, etc.)?
- Email
 - Call
 - Below Chat
 - Others
12. How likely are you to continue using our products/services in the future?
- Yes
 - No
 - Maybe
13. Which of Kovai.co's products or services do you find most valuable?
- BizTalk360
 - Document360
 - Serverless360
 - Churn360
14. How well does Kovai.co listen and respond to your feedback and suggestions?
- Excellent
 - Average
 - Below Average
 - Poor
15. What kind of professional services related problem does the customer faces?
- Response quality
 - Credit on hold
 - Continuous payment failure
 - Pricing is not feasible
 - None