

Customer Relationship Management in Big Bazar Chennai

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ABSTRACT: *Customer Relationship Management (or CRM) portrays a business PC system for managing its coordinated efforts with its customers. A CRM system is an essential gadget for business today that supports you manage your customers, arrangements and publicizing.*

The CRM connects with you to manage your new leads from the basic contact through the business pipeline to end. You can set follow up tasks for yourself and partners, and report on the whole of your activities and arrangements checks. The objective is to have a "360 degree see" of the customer, all information about the customer in one spot.

Keywords: *Customer Relationship Management, banking services.*

I. INTRODUCTION

Relationship progressing is a piece of client relationship the authorities (CRM) that spotlights on client commitment and entire arrangement client obligation rather than shorter-term objectives like client acquisition and individual plans. The objective of relationship showing (or client relationship advancing) is to make solid, even energized, client association with a brand that can incite propelling business, free verbal movement and data from clients that can make leads. [1]-[5]

A. Client RELATIONSHIP MANAGEMENT

Customer relationship the board (CRM) is an approach to manage a connection's joint exertion with present and potential customers. It uses data evaluation about customers' history with a relationship to improve business relationship with customers, unequivocally focusing on customer care in conclusion driving blueprints progress.

One critical part of the CRM approach is the systems of CRM that sales data from a level of different correspondence stations, including a connection's website, telephone, email, live talk, propelling materials, and much furthermore starting late, online life. Through the CRM approach and the structures used to empower it, affiliations become acquainted with their masterminded intrigue social events and how to best consider their needs. Information followed in a CRM

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structure may join contacts, potential clients, clients, measurement or firmographic data, bargains history, particular assistance and organization sales, and anything is possible from that point. CRM systems can similarly automate many promoting, arrangements and support structures, helping associations give an anticipated experience to customers and potential outcomes, while moreover cutting down their costs.[6]-[10]

II. REVIEW OF LITERATURE

PRINCIPLES OF CRM

The fundamental basic standards controlling advancement of CRM can be outlined as:

1. Guideline of 'Client Life Time Value (CLV)'
2. Guideline of 'Consumer loyalty (CS)'
3. Guideline of 'Client Loyalty'
4. Guideline of 'Wallet portion of Customer'
5. Guideline of 'Strategically pitching and Up Selling'
6. Guideline of 'Client Profitability'.

III. SCOPE OF STUDY

This investigation is centered around the effect of client relationship the executives in a Retail Sector. It is attractive to stretch out as could be expected under the circumstances, however this is beyond the realm of imagination in light of time compels. This investigation is just centered around the retail segment of Big Bazaar, however it just covers one chose region in Chennai at Express Avenue. It encourages the clients to rate the administrations gave by the Retail business.[11]-[15]

IV. OBJECTIVES OF THE STUDY

1. To know the different CRM practices used in Big Bazaar
2. To find out the satisfaction level of customers with the services of Big Bazaar

Speculation FOR TEST

1. H0: There is no noteworthy connection among Age and in general fulfillment level by CRM
- H1: There is a noteworthy connection among Age and in general fulfillment level by CRM [16]-[20]

V. RESULTS AND INTERPRETATION

Different CRM rehearses which the enormous bazaar use in their outlet Table

Descriptive Statistics

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CRM Practices	N	Minimum	Maximum	Mean	Std. Deviation
Online service	100	1	5	4.22	.883
Well trained employees	100	2	5	3.87	.706
Understanding the customers	100	2	5	3.85	.821
Customer self-service	100	1	5	3.85	.857
Eradicate customer problems	100	1	5	3.77	.908
Updated customer data	100	2	5	3.74	.799
Follow up customers	100	1	5	3.77	1.081
Immediate customer Response	100	2	5	3.89	.803
Customer Profitability	100	2	5	3.73	.763
Customer interaction	100	1	5	3.61	.863
Valid N (list wise)	100				

A. INTERPRETATION

From the above table is clear that the most of the respondent's choice was online service which the Big bazaar uses in their outlet. Statistically the mean value for the online service is highest that is 4.22. The next highest value is 3.89 that it says that there were immediate customer response, and the next factor has a highest mean value of 3.87, where the employees were well trained.

B. HYPOTHESIS TESTING

H0: There is no significant relationship between Age and overall satisfaction level

H1: There is a significant relationship between Age and overall satisfaction level

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Customer service	Between Groups	5.609	3	1.870	3.617	.016
	Within Groups	49.631	96	.517		
	Total	55.240	99			
Online service	Between Groups	5.141	3	1.714	4.375	.006
	Within Groups	37.609	96	.392		
	Total	42.750	99			
Parking service	Between Groups	1.947	3	.649	.898	.445
	Within Groups	69.363	96	.723		
	Total	71.310	99			
Billing service	Between Groups	.311	3	.104	.113	.952
	Within Groups	87.929	96	.916		
	Total	88.240	99			
Delivery service	Between Groups	.057	3	.019	.020	.996
	Within Groups	91.943	96	.958		
	Total	92.000	99			

since, the significant value for the satisfaction of customer service is 0.16 less than the significant level therefore the hypothesis is accepted, hence it can be concluded that there is

a significant relationship between the age and overall satisfaction in terms of customer service. the next factor is the online service whose significant value is 0.006 which is less than the significant level therefore the hypothesis is accepted, hence it can be concluded that there is a significant relationship between the age and overall satisfaction in terms of online service. the following are the findings of the study:- majority of the respondents belong to the age category of 18-22 i.e. 50% most of the respondents are female which is about 67% nearly 56% of the respondents are undergraduate. majority of the respondents are self-employed that is 65% the most of the respondent's annual income is less than 1 lakh. the most important ways through which the customers are retained by big bazaar are accepting credit cards, attractive advertising, meeting customers' expectations and free offers. most of the respondents are satisfied with the customer service as well as the online services of big bazaar.[20]-[24]

VI. SUGGESTIONS

- Convert the clients into attention specialists. Build up a motivator for them to inform partners and companions concerning the estimation of your items or administrations. A support from them is more compelling than any measure of promoting - and it is a lot less expensive.
- Surprise your clients with unforeseen worth. In the event that Big Bazaarsell items, incorporate a "not widely known reward" with each request. In the event that Big Bazaarsell administrations, start accomplishing a bonus for each client or customer without charging for it.
- Reward them each time they allude somebody who turns into a client. Their reward can be as straightforward as a credit toward their next request from them.
- Innovative mode of advertising can be used by Big Bazaar to promote their products. [25]

VII. CONCLUSION

.Tomaintain a legitimate association with the clients was viewed as the principle thought process of Big Bazaar. Yet the administration should concentrate a greater amount of their cons so as to improve client association with the clients. This assists the Big Bazaar the executives with doing all progressions inside them. There is an absence of promoting media inBig Bazaar with the clients which can likewise be mulled over for their development and advancement. The staff administration additionally doesn't meet the desires. A large portion of the staff don't know about the various areas and the items which are accessible under such segments. Consequently the representatives can be all around prepared so this can be a factor to create client relationship. A legitimate client relationship the board can generally make the Management to create themselves regarding their development and furthermore their organization's introduction.

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