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CRM: SERVICE QUALITY & CUSTOMER LOYALTY - A STUDY OF MOBILE TELECOM INDUSTRY AT JAIPUR CITY

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ABSTRACT

CRM is a means to join trust from customer by meeting the needs of each customer in a more personalized way. According to this paper we have made an attempt to investigate the implementation of CRM in mobile telecom industry. For this purpose, a field survey of 300 persons consisting of 100 each from service class, business class and student class was conducted using a structured questionnaire. The respondents were selected randomly from Jaipur (Rajasthan) using Vodafone and Airtel mobile Services. Customer opinions were obtained on main aspects of CRM practices such as service quality and customer loyalty. The respondents were asked to give response on each question statement on a 5 point scale ranging from 1-5. The primary data collected for the purpose have been analysed by statistical tool chi-square. The survey has brought out that majority of the people are of opinion that CRM is a valuable tool for mobile telecom industry.

KEYWORDS

CRM, telecom industry.

INTRODUCTION

In the present scenario of globalization and liberalization, marketing has undergone a metamorphic change to cope with increased competitiveness, changing needs of customers, continuous product up gradation due to change in technology, changing market trends and many more. Because of these continuous changes, the marketing efforts have also slowly shifted from mass marketing to interactive marketing and finally to relationship marketing. Companies have realized the value of long term relationships with individual customers and other business partners in the light of rapid changes in technology and consumer expectations, enhancing life time value of customer and developing a relationship with profitable customer has become the central focus of company's strategy. Building relationship and promoting them became an integral part of the service strategy. Therefore the study of Customer relationship marketing is of vital importance.

At present, more and more companies are adopting various CRM practices as it promises numerous benefits including shorter sales cycles, integrated customer feedback, improved communication, improved response, improved customer knowledge, improved efficiency, better customer tracking, enhanced customer satisfaction and increased loyalty.

Why CRM is needed? The need of CRM is to transform business from product centric to customer centric, using new techniques and technologies, and making the customer an integral part of the organization. The sales and marketing literature suggests that CRM is about getting to know your clients better through the use of technology. It is neither a new promotional tool nor a selling technique.

CRM facilitates the creation of an enduring personal business relationship between firm and customer rather than a project-based relationship (which is more likely to disappear once the project is completed). CRM must involve every customer touch point; it is not just for marketing information management.

The whole organization has to become customer-centric to implement CRM.

Most companies practicing CRM set up call centres, which are able to provide customized advice and services to individual customers. This enables companies to have a continuous ongoing relationship with customers by enhancing the organizational memory about customer's interaction with company.

The importance of CRM is of providing value to customer continuously and more effectively than the competition is to have highly satisfied customers; this strategy of customer retention makes in the best interest of customers to stay with the company rather than switch to another firm.

Indian cellular industry looked very promising. With increasing globalization and expanding business activities, cell phone became a necessity for business on the move. Therefore, the researcher has prompted to undertake the present study.

CRM is also important because it generates a report that shows information about an individual client, including internal contacts, firm liaisons, contact history, specific processes tailored to client preferences, all the projects proposed and completed for the client, fees and profits generated and then help business developers and project managers brainstorm how this can help them improve the relationship.

REVIEW OF LITRATURE

The forgoing review of literature shows a growing need of having better customer relationship. With the help of CRM a firm can understand how technology can assist them in managing client relationships and building long-term client value and firm also know how to leverage the core components of CRM systems (people, processes, and technology) to assist in managing their relationships with client. Olaf Boon, Brain Corbitt, Craig Parker (2002) from School of Information systems Deakin University, 'Conceptualising the requirements of CRM from an organizational perspective'. The research emphasis on three requirements i.e. CRM, information technology, information system.

Assion Laueson- Body University of North Dakota, Moez Limayem from City University of Hong Kong, 'The impact of customer relationship management on customer loyalty; The Moderating Role of web site characteristics' The result of this study will allow internet & information system experts to inform business about the impact of internet network use on customer loyalty.

Mohamed Khalifa (2005), Ning Shen-Department of information systems city university of Hong Kong, 'Effects of electronic customer Relationship management on customer satisfaction'. This study investigates the relationship between eCRM & an important surrogate of eCRM success: online customer satisfaction.

Hamed Shamna (2006), the George Washington University; school of business, Department of marketing, Washington, D.C., ‘Client Attraction & Retention in the Design & Building Industry: Client Relation Management for professional services.’ This research investigates that half of the firms utilizing a form of CRM. On the hand, half of these acknowledge that their CRM operation was not being as effectively or appropriately as desired.

Kallol Das, Jitesh Parmar, Vijay Kumar Sadanand, Customer Relationship Management (CRM) Best Practices and Customer Loyalty A Study of Indian Retail Banking Sector. The current study explores the association between deployment of customer relationship management (CRM) best practices and loyalty of profitable customers in Indian retail banking sector.

RESEARCH OBJECTIVES

The major objective of the present work is to analyse CRM related to service quality and customer loyalty in mobile telecom industry. The specific objectives are:

1. To identify significance difference between Vodafone and Airtel related to service quality.
2. To identify significance difference between Vodafone and Airtel related to customer loyalty.

RESEARCH METHODOLOGY

The study is based on the primary data collected by way of administering a structured questionnaire to the customer who were sampled from Jaipur city, In this survey questionnaire from 300 customers from Jaipur city divided into 100 each has service class, business class, student class were conducted with scheduled from April 2011 to June 2011. Customer opinions were obtained on main aspects of CRM practices such as service quality and customer loyalty. The respondents were asked to give response on each question statement on a 5 point scale ranging from 1-5. The primary data collected for the purpose have been analysed by statistical tool chi-square. The broad hypothesis testing by using chi-square test was stated as” there is no significance difference between Vodafone and Airtel in so far as opinion of customer about CRM- Service quality and Customer Loyalty.

RESULTS OF THE STUDY

TABLE -1: CHI-SQUARE ANALYSIS OF SERVICE QUALITY IN VODAFONE AND AIRTEL

| Classes/Telecom companies | Student | Service | Business | Total |
|---------------------------|------------|------------|------------|-------|
| Vodafone | 86 (84) | 60 (62) | 54 (54) | 200 |
| Airtel | 40 (42) | 33 (31) | 27 (27) | 100 |
| Total | 126 | 93 | 81 | 300 |

Source: Primary data

Chi-square value: 2.099

Significance at 5% level

TABLE-1 Highlights the less association between the service quality in Vodafone and Airtel. It is clear from this table that service quality is the most influencing factors among all respondents. A chi-square value indicates that there is less significant difference between Vodafone and Airtel in so far as the service quality is concerned. It is concluded that both the companies are not giving equal importance to the service quality. The service quality can be achieved by various ways such as willingness to help customers delivering the promised service, appearance of physical facilities, responsiveness.

TABLE-2: CHI-SQUARE ANALYSIS OF CUSTOMER LOYALTY IN VODAFONE AND AIRTEL

| Classes/Telecom companies | Student | Service | Business | Total |
|---------------------------|------------|------------|------------|-------|
| Vodafone | 70 (74) | 80 (62) | 35 (49) | 185 |
| Airtel | 50 (46) | 20 (38) | 45 (31) | 115 |
| Total | 120 | 100 | 80 | 300 |

Source: Primary data

Chi-square: 24.63

Significance at 5% level

TABLE-2 reveals the association between the customer loyalty in Vodafone and Airtel. More than 65% of respondents have either agreed or strongly agreed to the various factors of customer loyalty. Chi-square values indicate that there is significant difference between Vodafone and Airtel in so far as the customer loyalty is concerned. Amongst the various factor “feel safe in transaction” shows the maximum numbers of respondents (95%) who have strongly agreed towards both the companies. From the above analysis, it is concluded that customer loyalty can be ensured by various ways such as promises and commitment constant communication customer being innovative and customized service.

CONCLUSION

Based on the above results of survey of Vodafone and Airtel companies about CRM we arrive at the following conclusion:

- The findings reveal that neither Airtel nor Vodafone has using CRM practices such as Service Quality and Customer Loyalty to the fullest extent.
- The concept of students, service and business class as customer will become a competitive imperative with profound impact on how mobile service provider companies attract, retain and serve customers of all types.
- Our research showed and review the null hypothesis finds out that there is significance difference between both the companies related to service quality and customer loyalty.
- It means CRM in mobile industry is a key element of differentiation that allows a company to develop its customer base sales capacity. The goal of CRM is to manage all aspects of customer interactions in a manner that enables a company to maximize profitability from every customer.

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QUESTIONNAIRE

Kindly write your choice for each item.

| S.no. | Items | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|-------|--|----------------|-------|---------|----------|-------------------|
| 1. | Company should make customer friendly schemes. | | | | | |
| 2. | Information provided by customer care executives is accurate | | | | | |
| 3. | Information contents and text are easy to understand | | | | | |
| 5. | Customer care executives are easy to approach and contact | | | | | |
| 6. | The language of executives is easy to understand | | | | | |
| 7. | Knowledge and skills of the customer care executives being contacted is satisfactory. | | | | | |
| 8. | Customer care services can be used anywhere | | | | | |
| 9. | Customer care services is flexible as it provides 24x7 hr access | | | | | |
| 10. | Satisfied with the information they provided | | | | | |
| 11. | The frequency of customer care phones makes me irritating | | | | | |
| 12. | Customers should be served with patiently | | | | | |
| 13. | Fulfillment of promises and claims | | | | | |
| 15. | The waiting time for having my question addressed was satisfactory. | | | | | |
| 16. | Feel safe in transactions | | | | | |
| 17. | Retailer network is easily located | | | | | |
| 18. | Physical facilities are visually appealing | | | | | |
| 19. | Company inform me about the new schemes and changes time to time | | | | | |
| 20. | Want to switch other mobile services | | | | | |
| 21. | Satisfied with the tariff structure | | | | | |
| 22. | The company activates unnecessary services | | | | | |
| 23. | Customer care executives behaving respectfully and politely with the customers | | | | | |
| 24. | Be orderly and adorned with formal uniform | | | | | |
| 25. | Working hours to e desirable for the customers | | | | | |
| 26. | Equipments, items, forms and documents with beautiful design and appearance | | | | | |
| 27. | Being eager in their interactions with the customers | | | | | |
| 28. | Responsiveness: How do you rate the responsiveness in dealing with you | | | | | |
| 29. | Technical support: If you received any technical support, how do you rate the technical competence and their response time | | | | | |
| 30. | Service Quality: How do you rate the services regarding quality and performance | | | | | |
| 31. | Delivery: How do you rate the delivery on time performance and commitment to meet your delivery expectations | | | | | |
| 32. | Competitiveness: how do you rate the competitiveness of services | | | | | |
| 33. | Quality Management: How do you rate the approach of quality management to ensure complete customer satisfaction | | | | | |
| 34. | Rating: How do you rate Airtel/Vodafone | | | | | |
| 35. | Speed: How would you rate the speed at which your telephone call was handled? | | | | | |
| 36. | Network: How would you rate the network coverage? | | | | | |

REQUEST FOR FEEDBACK

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At the very outset, International Journal of Research in Computer Application and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

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I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

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