Customer Relationship Practicess In Indian Supermarket

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INTRODUCTION

CRM stands for Customer Relationship Management. It is a strategy used to learn more about customers' needs and behaviors in order to develop stronger relationships with them. After all, good customer relationships are at the heart of business success. There are many technological components to CRM, but thinking about CRM in primarily technological terms is a mistake. The more useful way to think about CRM is as a process that will help bring together lots of pieces of information about customers, sales, marketing effectiveness, responsiveness and market trends

Customer relationship management (CRM) is a widely-implemented strategy for managing a company's interactions with customers, clients and sales prospects. It involves using technology to organize, automate, and synchronize business processes principally sales activities, but also those for marketing, customer service, and technical support. The overall goals are to find, attract, and win new clients, nurture and retain those the company already has, entice former clients back into the fold, and reduce the costs of marketing and client service. Customer relationship management describes a company-wide business strategy including customer-interface departments as well as other departments.

Retail consists of the sale of goods or merchandise from a fixed location, such as a department store, boutique or kiosk, or by mail, in small or individual lots for direct consumption by the purchaser. Retailing may include subordinated services, such as delivery. Purchasers may be individuals or businesses. In commerce, a "retailer" buys goods or products in large quantities from manufacturers or importers, either directly or through a wholesaler, and then sells smaller quantities to the end-user. Retail establishments are often called shops or stores. Retailers are at the end of the supply chain.

Manufacturing marketers see the process of retailing as a necessary part of their overall distribution strategy. The term "retailer" is also applied where a service provider services the needs of a large number of individuals, such as a public utility, like electric power.

Problem of the Study

In this competitive world every industry wants to survive in their own field. Especially in retail industry, there are so many companies involved in retail industry. Many retail companies are emerging not only from India but also some other foreign countries starting retail companies in India. The customer relationship management is necessary to deepen the relationship with the customer and stimulate additional sales. Retaining existing customer and attracting new customer is main motive of every concern. So the top management wants to know about their customer mind set. This study ensures the effectiveness of customer relationship and customer perception towards reliance fresh.

OBJECTIVES

To analyze the effectiveness of Customer Relationship Management schemes at Reliance Fresh.

To identify the customer perception towards Reliance Fresh

To know the impact of Reliance Fresh in the Society

To retain the customer by effective and efficient service

LITERATURE REVIEW

Richard Higginbothms, 2011 This study identifies three factors which are related and depend on each other, allowing marketers to use the most up-to-date online information on the consumer to be combined with rich offline datasets to create campaigns that make the right offer, to the right person, at the right time.

Paul Greenberg and Shah Smith, 2010 This study states that less attention has been devoted to implementation issues and to the evolution and retirement phases.CRM is presented as a tool to measure and increase customer profitability and life time value,

M. Guruprasad (2018) - The author has done a case study of a particular D-Mart in Karjat and Badlapur wherein he has conducted primary research and found out various factors that indicate the consumers' responses towards various aspects of the store. He concluded that customers usually came 2 times a week and bought household goods in bulk. He also

concluded that D-Mart mostly faces competition only from small retail stores which lack the desire to expand their businesses.

Kirill Tšernov(2019)- In this article the author states the importance of building good customer connects and making sure that their experience in the store is wholesome. The author in this article gives pointers as to how a retail store can ensure that their customers' experience is fruitful.

Adir Grip (2019) - In his article the author provides a detailed study on the business model of D-Mart. He describes the various factors that D-Mart employs to ensure customer satisfaction which is the key to their success. It also explains the revenue model that D-Mart uses that has allowed them to surpass its competitors like Reliance, Spencers, Big Bazaar etc.

Ranjith P; Nair, Rajesh (2010) - The authors in their research paper study how the service quality of retail outlets like D-Mart and Apna Bazaar differ. The study focuses on the importance of measuring service quality. Despite its importance, Indian retailers still do not have a reliable tool to measure service quality

Eleni K. Kevork(2007) The study aims in studyingthe customer life cycle, increase loyalty, profitability, and retention from the management point view**.** It also studiesthe eemphasis on technological aspects of CRM Technology using Combination of software, hardware, processes and applications aligned with customer strategies and an application of e-business digital activitiesat every "touch point"

Silverstein M & ButmanJ(2006) This study states that most companies want to regard their customers as customers for life and not just as the one-off purchasers of a product. It is less expensive to retain an existing customer than it is to acquire a new one.

Federico Rajola (2003) This study states that acquisition costs for a new customer are up-to five times as high as the maintenance cost for an existing one. CRM can be regarded as a business system or a systematic approach to customer life cycle management.

Neil Davey (2002) This paper responds by underscoring the criticality of performing a deep analysis of a firm's readiness to undertake a CRM initiative. This assessment provides detailed answers to two fundamental questions: What is a firm's current CRM capability? and What changes must be in place before embarking on a CRM initiative? A model to assess readiness is developed based upon the premise that business value is enhanced through the alignment of complementary factors occurring along three dimensions, intellectual, social, and technological.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The research design of the study is Applied Research.

SAMPLING METHOD

The method of sampling used was non probability sampling where all the elements of the population don't have equal chance of being selected. Under non probability sampling the method used was convenient sampling.

SAMPLE SIZE

Total Population   : Infinite

Sample   : 450

SAMPLE UNIT

          The sample unit in this project is mainly concentrated on Reliance Fresh customers only.

Data Analysis and Interpretation

LIMITATION

- The research is limited to Chennai city only where the results of this research may not be Suitable for other areas.

- Sample size of 450 is very less where the population size is infinite. So the survey may not show the accurate result.

FINDINGS

- 42% of the respondents have been customer for < 1 year, 17% of the respondents are customer for > 3 years.

- 28% of the respondents' rate reliance fresh terms of services are good when compared to other retailers. 17% of the respondents' rate terms of services are excellent.

- 62% of the respondents say that the reliance fresh was not the best when compared to others.

- 44% of the respondents opted that the quality of services are very good. 16% of the respondent feels that services are fair.

- 39% of the respondent says fruits & vegetables are highly demanded for them.

- 35% of the respondent says the employee's response is good, 20% of the respondent says response is excellent.

- 84% of the respondent said there is no facility of replacement.

- 35% of the respondent highly satisfied with the reliance fresh variety of products that are available in the stores.

- 32% of the respondent highly satisfied with the offers & discounts offered by reliance fresh, 27% of the respondent satisfied with the offers & discounts.

- 40% of the respondent says customer loyalty is there in the reliance fresh.

- 63% of the respondent visit reliance fresh for its familiarity.

- 23% of the respondents prefer to shop with big bazaar.

- 36% of the respondents differentiate reliance fresh from competitors based on the offers on given by them.

- 63% of the respondent said there are 2 retail stores in their locality.

- 79% of the respondents said reliance fresh doesn't have sufficient staffs.

- 49% of the respondent attracted by the offers & discounts given by them, 73% of respondent not satisfied with the lucky draws conducted by them.

- 33% of the respondent says less no of billing counters available in stores.

- There is a significant relationship between reliance fresh is best when compared to other retailers and age. Respondents' perception is based on the age.

- There is a significant relationship between quality of service and age group.

CONCLUSION

CRM is attained high only when things such as more number of counters, more number of staff, minimum time for accessing the premium cards, replacement for genuine cases should be implemented. This will aid to reduce their shopping time and create loyalty

.Customer relationship management enables an organisation not only to retain their existing customers but also to attract more new customers.

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