

**“IMPACT OF TRAINING ON CUSTOMER RELATIONSHIP MANAGEMENT”**

**Mr. Ankit Gauba, Research Scholar, Bharati Vidyapeeth (Deemed to be University) Institute of Management and Research, New Delhi.**

**Dr. Amarjit R Deshmukh, Associate Professor, Bharati Vidyapeeth (Deemed to be University) Institute of Management and Research, New Delhi.**

**Mr. Yashwant Kumar, Assistant Professor, Bharati Vidyapeeth (Deemed to be University) Institute of Management and Research, New Delhi.**

**Mr. Anmol Soi Associate Professor, Bharati Vidyapeeth (Deemed to be University) Institute of Management and Research, New Delhi.**

**Abstract**

The proposed new system contains many activities that try to automate the entire process by keeping database integration. This provides rich user interface to interact with the application that are provided. It also provides remainder facility to the employee. It collects information from the service centre and generates breakdown bill. The services to the service team are easily assigned. All the service details are providing to client and normal users and authentication is provided to all the users. It also facilitates complaint and response feature.

A CRM is a collection of people, processes, software, and internet capabilities that helps an enterprise manage customer relationship effectively and systematically. The goal of CRM is to understand and anticipate the needs of current and potential customer to increase customer retention and loyalty while optimizing the way product and services are sold. CRM stands for Customer Relationship Management. It is a strategy used to learn more about customers' needs and behaviours 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.

**Introduction**

Customer Relationship Management (CRM) is often referred to as a process, strategy, or software/technology that enables organizations to manage relationships with their customers, vendors, and suppliers. The buyer's journey has evolved through the years and running a business today has become more complex than ever. Business owners and salespeople must keep in touch with their customers, follow-up with prospects, identify upselling and cross-selling opportunities, and initiate customer retention programs while ensuring that the company revenue continues to increase.

CRM enables business owners and salespeople by helping them streamline the sales process, improve interdepartmental collaboration, and maintain business relationships.

**Marketing management involves developing and implementing strategic marketing programs, processes, and activities that align with wider business objectives, while utilizing customer insights, tracking metrics, and optimizing internal processes to achieve success.**

Being an effective marketing leader is more complex than it sounds. Speak to any marketing management professional and they'll tell you that their work is equal parts strategy, planning, execution, and analysis. It's easy to see why. Marketing professionals with a documented strategy are 313% more likely to succeed when compared to their peers who do not have a documented strategy.

### **Literature Review**

- LITERATURE REVIEW Azvine and Nauck propose an intelligent customer relationship management analytics model to solve customers' business problems. Customers are interviewed to determine their issues and to provide customer satisfaction and achieve the performance of the system. To assess, they introduce a business procedure to optimise the decision-making process. They create a system called Intelligent Universal Service Management System to manipulate the data. Also, it has the ability to learn and obtain the latest knowledge. When a customer calls to report an issue, an operator will simply find that customer's profile and its details. Meanwhile, the system checks the failure using an automatic evaluation. Someone will be sent to fix the problem and the system will retain the information about the incident. The advantage of a customer focus measure is that it is a tool for creating customized automatic report in order to recognize issues, contacts, and to generate statistics. This system allows the user to customize further information and as the system gives a great deal of freedom to the customers, it engenders trust. Hence, the authors propose a system to be used by customers whereby they are granted permission to use the system to resolve their problem; whereas, the other existing systems do not allow customers to customize their information.

1. The authors consider the optimization and trustworthiness of the system when customers use it. However, the system fails to address the time spent on each customer as companies today have thousands of issues and it is unclear how the system would be able to handle all of these.
2. How many operators must be recruited by the company to solve customer problems? The authors do not show any risk factors of the project and security problems of the system, a significant issue given that most customers nowadays want to ensure their account security.
3. They do not provide any prediction regarding customers' post-behavior in the event that they are faced with issues in future.

## **NEED OF STUDY**

Three Reasons Why Manufacturers need CRM (Customer Relationship Management) :

### **1) Customer Service Excellence**

How much time is spent by your staff searching answers to fairly basic questions from your customers? Are they getting bounced from person to person? Give your customer the confidence that you're organized and they can get answers to their questions quickly and reliably. The first area that comes to mind for me is post-sale implementation and delivery of a project. As a manufacturer, your CRM system will include the ability to manage this information and keep your whole team in the loop, thereby getting the job done right and keeping the customer happy. You will incur fewer delays and penalties, and more track on sales. A solid CRM system will also help you keep follow of any warranty, repair, or service issues. Perhaps your ERP system keeps way of the material side of these issues, but day to day problems, questions, investigation, and service calls are an easy thing for a CRM system to handle and ensure that nothing gets overlooked.

### **2) Boost Your Sales**

When it comes right down to it, everyone needs to sell more. But how will a CRM system assist that? The first way it will help your team is when you engage a customer or prospect on a new opportunity. Gathering the customer requirements all in one place will make sure that everyone involved has a very clear idea of what's needed and what the difficulties might be. You can then work with the customer to craft a solution. We have seen many companies specifically having some challenges when it comes to responding to RFQ's, the main concern being that the process takes too lengthy as it's handed off around the office, or, the configuring method, while a set of standard rules, is done manually. There is often also very less information of why business is being win, or lost. This is incredibly important and valuable information that can be captured in your CRM system.

### **3) Expanding into New Markets**

It might be simple and easy to continue to take orders from existing companies, but introducing new products, moving into new areas, or targeting different companies requires that your sales efforts and hard work are highly managed and effective. As you carry out these activities a CRM system will help in targeting scenario and managing those communications. It will measure the team against the goals set for them. Being organized and attentive, in combination with some good marketing, will mean the difference between success and breakdown with your new initiative. The selling process will be different and it's important to follow that process. It Conclude that - There's a myriad of different ways a CRM system can help a manufacturing

company. It could mean managing distributors as opposed to customers. It may be a way to give more people access to data already in ERP. To read more on this topic, I support you to download this excellent whitepaper from IDC. Give it a read. It goes into a great deal of depth on this topic and has several different thoughts on how CRM will help. It also concludes with a list of challenging questions to ask for self-evaluation.

- **The Role of User Feedback and Testing**

This section emphasizes the importance of user feedback, usability testing, and iterative design in optimizing user experience. It may cover methodologies like A/B testing, user surveys, heatmaps, and user analytics that contribute to refining web and app interfaces.

- **Challenges and Future Directions**

Here, the review highlights current challenges faced in web and app development concerning user experience. Topics may include privacy concerns, security issues, the balance between aesthetics and functionality, and the need for continuous adaptation to evolving user expectations. It may also speculate on future trends and advancements in the field.

## **SCOPE OF STUDY**

**Scope of CRM :** CRM is management software for sales, marketing and customer service teams as they are the crucial points for any customer contact strategy.

**CRM for sales management:** A good mobile enabled CRM will allow sales reps to handle and deal with their tasks, activities and meetings from wherever they are, minimizing unwanted administration time and building in best practice into prospect management. Sales managers who need real time clearness in reviewing their team's sales pipeline. When reviewing CRM choices the sales functionality should cover the basics of:

- Sales force and pipeline management
- Lead, contact and prospect management

**CRM for marketing:** CRM can provide both marketing and sales functionality within their own operational requirements; but should also enable better cooperation and clearness between teams; putting the lead, viewpoint and customer at the heart of the CRM strategy. Marketing teams can be supported in lead generation efforts, planning and executing multi-channel marketing campaigns, section audiences, deliver targeted messaging at the right time and carry out best

practice testing efficiently. Marketing functionality within a CRM system review should include:

- Multi-channel marketing movement management
- Database management
- Social and community media engagement

**CRM for customer service** : Customer service teams need to be able to send a positive customer experience and to do this they need to be supported by a CRM system that gives them a good record of past customer contacts, support enquiries, technical incidents and product history. Customer service operators require handling calls, emails and social/web enquiries quickly and to the satisfaction of the customer. When considering CRM functionality for customer service, organizations should review:

## **Research Methodology**

### **1. Research Design:**

- The study will adopt a mixed-methods approach, incorporating both qualitative and quantitative methodologies to provide a comprehensive understanding of user experiences in web and app development.
- **Qualitative Phase:** This phase will involve semi-structured interviews and focus groups with UX/UI designers, developers, and end-users. It aims to gather in-depth insights into user preferences, challenges, and expectations in web and app development.
- **Quantitative Phase:** A survey questionnaire will be designed based on the qualitative findings to collect quantitative data from a larger sample size. This will help validate the qualitative findings and provide statistical significance.

### **2. Participants Selection:**

- Purposive sampling will be utilized to select experienced UX/UI designers, developers, and end-users who have significant exposure to various web and app interfaces.
- For the qualitative phase, approximately 30-40 participants will be chosen for interviews and focus groups. For the quantitative phase, a broader sample of around 50 participants will be targeted for the survey.

### **3. Data Collection Methods:**

- **Qualitative Data Collection:** Semi-structured interviews and focus group discussions will be conducted either in person or via online platforms. Audio recordings, notes, and transcripts will be obtained for analysis.
- **Quantitative Data Collection:** A structured online survey will be distributed among the target audience, collecting demographic information and preferences related to user experiences in web and app development.

#### 4. Data Analysis:

- **Qualitative Analysis:** Thematic analysis will be employed to identify recurring themes, patterns, and insights from the interview transcripts and focus group discussions. Coding and categorization of data will be done using qualitative analysis software.
- **Quantitative Analysis:** Statistical analysis, including descriptive statistics and inferential analysis, will be performed on survey data using appropriate software tools.

#### 5. Ethical Considerations:

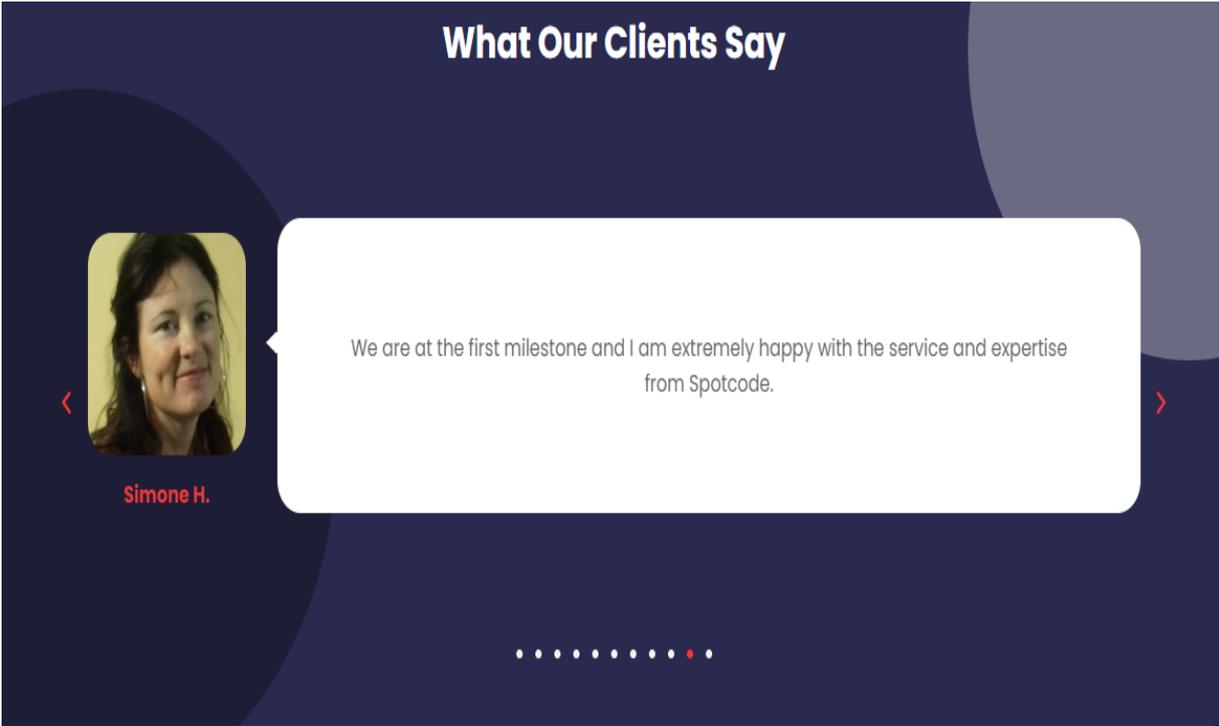
- Informed consent will be obtained from all participants before their involvement in the study. Confidentiality and anonymity of participants will be maintained throughout data collection, analysis, and reporting.
- The study will adhere to ethical guidelines and regulations concerning human subjects' research.

#### 6. Limitations:

Limitations of Customer Relationship Management are

1. Time constraint is unavoidable limitation of my study.
2. Financial problem is also there in completing this project in a proper way.
3. As no work has been done earlier in this regard so shortage of secondary data is also there.
4. Insufficient disclosure of information is also the problem.

#### Client Reviews



The image shows a client review carousel with a dark blue background. At the top, the text "What Our Clients Say" is written in white. On the left, there is a circular profile picture of Simone H. Below the picture, her name "Simone H." is written in red. To the right of the picture is a white speech bubble containing the text: "We are at the first milestone and I am extremely happy with the service and expertise from Spotcode." Below the speech bubble, there is a horizontal row of ten small white dots, with the eighth dot from the left being red, indicating the current review. Red arrows on the left and right sides of the carousel allow for navigation.

## What Our Clients Say



**Yovanka Sanchez**  
Upwork

What a pleasure and incredible work Raman and his team have done for me and my media brand. They are simply INCREDIBLE, AMAZING, OUTSTANDING and so experienced and knowledgeable in every technical area. They went above and beyond to make sure that they met all the tasks of our agreement. I could not be happier and I will continue to collaborate with them for many, many months to come. In addition sometimes in this journey those with whom you collaborate become a very special connection, this is the case. TRULY HAPPY AND BLESSED for their AMAZING work!

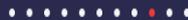


## What Our Clients Say



**Marc Boileau**

Ram and the team are very attentive and do great with all the changes I threw at them. I highly recommend them to everyone.



## What Our Clients Say



**George Bej**  
Upwork

SpotCodes build my website just as I had in my mind. When I needed some changes he was always there and super quick with solving my problem even we are in a different time zone. Nothing was too much to ask for as SpotCodes would even send me some video tutorials on how to do some stuff in the future myself. 100% would work with him again, and would def recommend.



### **Sources of Data Collection**

The project is a systematic presentation consisting of the enunciated problem, formulated hypothesis, collected facts of data, analyzed facts and proposed conclusions in form of recommendations. The data has been collected from both the sources primary and secondary sources.

**1) Primary Data:** Primary data was collected through: -

- App Store Reviews and Ratings: Analyzing user reviews and ratings on app stores like Google Play and the Apple App Store. This can give insights into user satisfaction and areas that need improvement.
- User Feedback Forms: Implementing feedback forms within websites or apps, allowing users to provide comments and suggestions directly

**2) Secondary Data:** Data was collected from web sites, going through the records of the organisation, etc. It is the data which has been collected by individual or someone else for the purpose of other than those of our particular research study. Or in other words we can say that secondary data is the data used previously for the analysis and the results are undertaken for the next process.

### **Conclusion**

From this study it can be concluded that the CRM involvement in industry is satisfactory. The company is using various Customer Relationship Management practices like product customization, maintaining communication with the customers regularly and providing best quality product etc. CRM has a certain impact on the profitability of the company. Rate of customer response towards marketing activities is also improving. There are various factors affecting the customer relationship management like working environment of the company, support from top management and co-ordination & synchronization among the departments of the company. Information technology is not used as much as it should be. The company is using conventional tools of CRM like personal interviews, quantitative research. The company should use modern tools like e-CRM, data mining, contact center and web based survey tools.

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