



## Relationship between Service Seeker's Satisfaction and CRM in Corporate Hospitals

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### ABSTRACT

*Healthcare is one significant area without which a country cannot survive healthily. Healthcare of any society is dependent on its hospitals and its services offered to the society. Its contribution to the society in terms of its service determines the healthy medical setup that gives a psychological strength to its people. Researcher has attempted this study in Chennai city by choosing most predominant top ten hospitals to study the relationship between Service seekers' satisfaction and CRM in hospitals. The factors influencing CRM were identified as Influence, Maintenance services, Relationship services, Core Benefits and Value added benefits. This study has tested the relationship between these factors influence on the service seekers' satisfaction in corporate Hospitals. The data was collected from the respondents using non-probability convenience sampling method. Pearson's Correlation analysis was used to study the correlation between the variables. The significance of the findings from the study has been discussed below.*

**KEYWORDS :** CRM, Hospitals, Corporate Hospitals, Service seekers, perception

### I. Introduction

CRM has become a significant area of study in the recent days due to the increased customers' demands in the recent days. Managing customers is a challenging task in recent days as it involves the competitions among the top most players in every aspect of business in the market. The researcher has however opted to do this study in the healthcare sector as it is one of the significant sector and functions irrespective time, profits and recessions. There is increase in demands from the customers in terms of service and due to the increased technological advancements. Usage of internet and systems has become the most important reason for the customers to be so demanding. When needs unfulfilled the movement of the customers are very quick as there are several others existing in the market to fulfill their requirements. Now it has become the customer driven market rather than business driven market irrespective of sectors and health care is not an exception to it. Although hospitals fall under the necessary requirements

One of the most interesting aspects in healthcare management is how to manage the relationship between a healthcare provider and its customers (Service seekers) in order to create a greater mutual understanding, trust, and patient involvement in decision making. A good relationship between a healthcare provider and its customers will lead to improve customers' satisfaction, which in turn make them loyal customers. A good relationship between a healthcare provider and its customers does not only improve customer's satisfaction, but also helps in fostering effective communications between them, which may help to improve their health and health-related quality life and more effective in chronic disease management. On the other hand, failure in managing the relationship will create dissatisfaction of customers, which may lead to distrust towards the system. In addition, bad or unmanaged relationship with customers will make them feel alienated during a treatment; in summary, the business sustainability of the healthcare provider will be threatened by sour relationship with its customers. Therefore, a good relationship between a healthcare provider and its customers is crucial and the relationship must be managed effectively to sustain the business.

CRM can be viewed as strategy to retain existing customers and attract new ones. Customer retention is important for growth and sustainability of the business. CRM can also be used to extend other services or products to the customers. In the healthcare environment, healthcare providers are challenged not only to retain existing customers but also to acquire potential customers for the healthcare services, retaining them to use the services, and extending various services in the future. With the growing competition among healthcare

providers, managing the customer relationship and providing better services through CRM is a strategy that needs to be carefully planned.

### II. Review of Literature

An extensive literature review on CRM has been done by the researcher to proceed with this study and a significant few have been highlighted here.

Hansotia (2002) justifies that defining what CRM means to the organization, its scope and how it ties in with the organization's mission and related strategies is without question the responsibility of the organization's management. He also claims that CRM is the organization's ability to leverage customer data creatively, effectively and efficiently to design and implement customer focused strategies.

Naimah Ali(2013) has studied CRM in healthcare sector in a Malaysian context. They have studied the impact of CRM factors on organizational performance in healthcare sector. The CRM was measured by measuring the organizational factors namely Technology, top management and organizational culture on the organizational performance namely the patients satisfaction and customer satisfaction. The study found a significant relationship between the two. The study has highlighted that the increase in customer awareness and technological advancements are the major reasons that has led to increased demands of customers in the market.

Bhuvaneshwari et al (2013) has studied the influence of technology on CRM and found a correlation between the mentioned aspects.

From the extensive literature on CRM it is evident that it is a topic of significance from more than two decades ago. Yet there has been no end to studies pursued on this area and this is another attempt in the area of CRM.

### III. Research Methodology

Convenience sampling by non probability method was exploited for selecting the samples. Data was collected from the respondents of the following hospitals. Data was collected from the service seekers of the top ten hospitals in Chennai city. Chennai is one among the four predominant metropolitan cities in India consisting of people from all over the country. So studying the population of Chennai city is expected to give results that could be generalized to whole of the country. The following were the top ten hospitals chosen for data collection : Apollo Hospitals, Fortis Malar Hospital, MIOT Hospital, Vijaya Hospital and Health Centre, Billroth Hospitals, Madras Medical Mission Hospital, Sri Ramachandra Medical Centre, Global Hospitals, Chetti-

nad Health City and Sooriya Hospital.

CRM factors were measured using a self developed scale consisting of 70 items corresponding to the major factors. Its reliability test resulted as cron-bach alpha of 0.879. Service seekers' perception was studied using the job satisfaction scale used by Sowmya.K.R. et al (2011).

**IV. Analysis and Discussion**

**Table-1: Demographic Profile of the Respondents**

S.No	Demographic Criteria	Percentage
1	Gender	
	Male female	58.60% 41.40%
2	Age	
	18-30	40.18%
	>31-45 Above 45	30.80% 29.02%
3	Marital status	
	Single Married	30.75% 69.25%
4	Educational Level	
	Undergraduate	24.00%
	Graduate	41.73%
	Post graduate and above	35.27%
5	Monthly Salary	
	Less than 50000	36.27%
	>50000-150000	31.13%
	>150000	32.60%

Table 1 illustrates the demographic representation of the respondents of the study. The relationship between CRM factors and Customer satisfaction was studied by assessing the responses received from these respondents as illustrated above. The next is the pearsons' correlation analysis that was done to study the correlation between the factors of CRM and customer satisfaction. Correlation between sets of data is a measure of how well they are related. The most common measure of correlation in stats is the Pearson Correlation. The full name is the Pearson Product Moment Correlation or PPMC. It shows the linear relationship between two sets of data. It is denoted by r.

**Table 2 : Pearson's Correlation to find out the relationship between factors of Customer satisfaction.**

**Hypothesis –**

There is no correlation between CRM and Service seekers' satisfaction in Corporate hospitals.

**Table 2.1 To test relationship between Influence and Service Seekers' satisfaction**

Influence		Service seekers' satisfaction
	Pearson Correlation	0.572(**)
	Sig. (2-tailed)	.007
	N	272

**\*\* Correlation is significant at the 0.01 level (2-tailed).**

**Table 2.2 To test relationship between Maintenance services and Service Seekers' satisfaction**

Maintenance services		Service seekers' satisfaction
	Pearson Correlation	0.512(**)
	Sig. (2-tailed)	.000
	N	272

**\*\* Correlation is significant at the 0.01 level (2-tailed).**

**Table 2.3 To test relationship between Relationship services and Service Seekers' satisfaction**

Relationship services		Service seekers' satisfaction
	Pearson Correlation	0.570(**)
	Sig. (2-tailed)	.000
	N	272

**\*\* Correlation is significant at the 0.01 level (2-tailed).**

**Table 2.4 To test relationship between Core Benefits and Service Seekers' satisfaction**

Core benefits		Service seekers' satisfaction
	Pearson Correlation	0.472(**)
	Sig. (2-tailed)	.000
	N	272

**\*\* Correlation is significant at the 0.01 level (2-tailed).**

**Table 2.5 To test relationship between Value added benefits and Service Seekers' satisfaction**

Value added benefits		Service seekers' satisfaction
	Pearson Correlation	-.124(**)
	Sig. (2-tailed)	.000
	N	272

**\*\* Correlation is significant at the 0.01 level (2-tailed).**

From above table 2.1 it is visible that influence is one of the CRM factor and that has been tested for its relationship with Service Seekers' satisfaction in corporate hospitals. It is found that the pearson's correlation value r=0.572 and it is a positive correlation between two variables that existed in corporate hospitals. Similarly From table 2.2 it is visible that the relationship between maintenance services and service seekers' satisfaction denoted by r=512 is a positive correlation. This also signifies that there is a strong correlation between the factors. The table 2.3 tested the relationship between relationship services and service seekers' satisfaction in corporate hospital;Is denoted by r= 0.570 is a positive correlation. The table 2.4 tested the relationship between core benefits and service seekers' satisfaction in corporate hospitals denoted by r=0.472 also a positive correlation. The table 2.5 tested the relationship between value added benefits and the service seekers' perception and was found a negative correlation denoted by r= -0.124. This signifies that a negative correlation existed between the tested variables. The findings were significant at 1% level.

**V. Conclusion**

The findings and discussion above concludes that the study has tested the relationship between CRM factors namely initiative, relationship strategies, Maintenance strategies, core benefits and value added benefits with the service seekers perception in corporate hospitals in Chennai city. The findings resulted such that there was a positive correlation between all the factors with service seekers satisfaction except value added benefits alone which had a negative correlation with service seekers' satisfaction in corporate hospitals. This signifies that most of the factors do have a positive relationship with service seekers' satisfaction except one factor and therefore there is a great influence of CRM on the service seekers' satisfaction. Therefore the above stated hypothesis was rejected at 1% level of significance in cases of four aspects namely influence, maintenance, relationship, core benefits and was accepted in case of value added benefits. Customer relationship management has to be therefore taken care to a maximum extent with respect to all the mentioned major factors so that it will enhance the satisfaction of the service seekers in corporate hospitals.

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