

A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT AT LAKSHMI FORD, THANJAVUR



Marketing

KEYWORDS: Post Sales Activity, CRM, Ford, Thanjavur

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ABSTRACT

This paper is a study on the efficiency of post sales activity at Lakshmi Ford, Thanjavur. This study aims at finding various aspects of the post sales service provided and suggest the organization findings, which they could improve furthermore. This is a descriptive research which is used to describe characteristics of a population or phenomenon being studied. It addresses the "what" question (what are the characteristics of the population or situation being studied?). This study contains specific recommendations for managers to improve their post-sales service. 84 samples were chosen by Convenient Sampling method for this study and the data were analysed through Simple Percentage Analysis and Chi-Square Test.

02. INTRODUCTION

Post-sales service is the provision of services, support and spare parts after making an initial sale. This often occurs in the provision of complex machinery which requires regular maintenance such as motor vehicles.

Post-sales service is a part of Customer relationship management (CRM). CRM is a system for managing a company's interactions with current and future customers. It often involves using excellent post sales service and technology to organize, automate and synchronize sales, marketing, customer service, and technical support.

03. REVIEW OF LITERATURE

Ali Iftikhar Choudhary & Syed Azeem, 2011, did a research which examines the impact of after sale service characteristics on customer satisfaction and to what extent does characteristics like delivery time, installation of product, warranty time of product, feedback implementations and quality of service provided satisfies customers? In this globalized market, organizations try to differentiate themselves, so they tend to provide value added services to its customers; according their needs and wants.

Ruben Jönke, Universität Stuttgart, 2012, did a research on how after-sales service plays an instrumental role in dictating firms financial well being and competitiveness. Due to global competition, shrinking profits in primary products sales, and stagnating revenues, firms have expanded their after-sales businesses to boost sales, enhance profit, increase customer loyalty, and to differentiate their portfolio.

04. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it, we study the various steps that are generally adopted by a research in studying research problem along with the logic behind them.

4.1 Objectives of the study:

- To analyze the ease of access of the service department at Lakshmi Ford, Thanjavur.
- To analyze the complaints understood by the service personnel when a car is given for service.
- To analyze the value for money of service provided at Lakshmi Ford, Thanjavur.
- To analyze the quality of service provided at Lakshmi Ford, Thanjavur.

4.2 Statement of the problem:

- To find any discrepancies in the post sales activities at Lakshmi Ford, Thanjavur

4.3 Scope of the study:

Lakshmi Ford Thanjavur have a strong CRM department from which they acquire data from customers and keep the customers well informed on all offers regarding new cars, offers and also taking care of existing customers by providing them with the best service post sales.

The scope of the study is to research on various aspects of the post sales service and provide valuable suggestions to the firm.

4.4 Research Design

4.4.1 Sampling Techniques:

Sampling is the selection of some part of an aggregate to totality on the basis of which a judgment about the aggregate or totality is made. Convenient sampling was used in this project.

4.4.2 Sample size:

The sample chosen for this study is 84.

4.4.3 Method of data collection:

Questionnaire method

4.4.4 Tools for analysis:

- Simple percentage tools have been used to analyze the data and interpreted with the help of bar diagrams.
- Chi-squared test of independence has been used as a statistical tool

4.5 Limitations of the study:

- Due to scarcity of time, the study was limited to 84 respondents
- Some customers may be biased towards the company when answering the questions
- Customers were constantly interrupted due to various reasons during the interview

05. DATA ANALYSIS & INTERPRETATION

5.1 PERCENTAGE ANALYSIS

5.1.1 EASE OF CONTACTING THE SERVICE DEPARTMENT

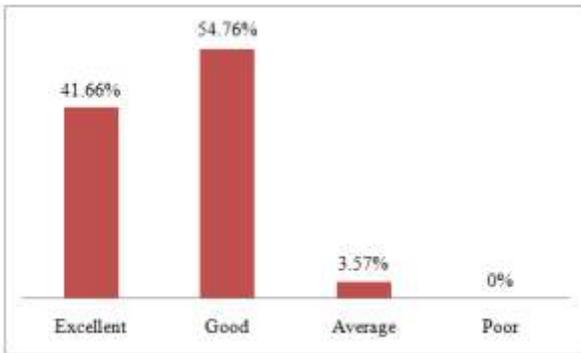
Table 5.1.1

| Ease of contacting service department | Respondents | Percentage |
|---------------------------------------|-------------|-------------|
| Excellent | 35 | 41.66% |
| Good | 46 | 54.76% |
| Average | 3 | 3.57% |
| Poor | 0 | 0% |
| Total | 84 | 100% |

INFERENCE:

From the above figure it is clear that 41.66% of the customers feel the ease of contacting the service department is excellent, 54.76% feel it is good and 3.57% feel it is average.

FIGURE 5.1.1: EASE OF CONTACTING SERVICE DEPARTMENT

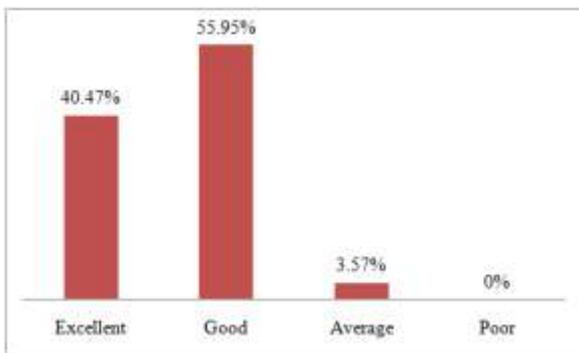


5.1.2 UNDERSTANDING COMPLAINTS BY SERVICE PERSONNEL

TABLE 5.1.2

| Understanding of complaints by personnel | Respondents | Percentage |
|--|-------------|-------------|
| Excellent | 34 | 40.47% |
| Good | 47 | 55.95% |
| Average | 3 | 3.57% |
| Poor | 0 | 0% |
| Total | 84 | 100% |

FIGURE 2: UNDERSTANDING OF COMPLAINTS BY SERVICE PERSONNEL



Inference:

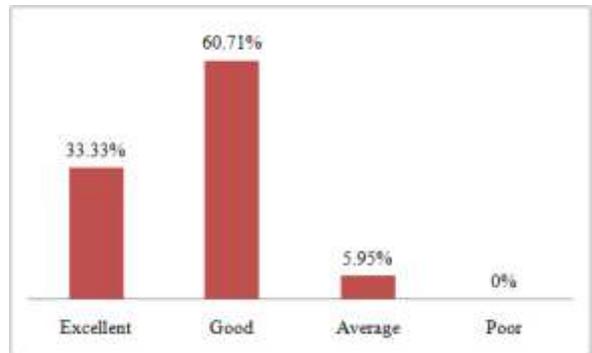
From the above figure it is clear that 40.47% of the customers feel the understanding of complaints by the service personnel is excellent, 55.95% feel it is good and 3.57% feel it is average.

5.1.3 VALUE FOR MONEY FOR PAID SERVICE

TABLE 5.1.3

| Value for money for paid service | Respondents | Percentage |
|----------------------------------|-------------|-------------|
| Excellent | 28 | 33.33% |
| Good | 51 | 60.71% |
| Average | 5 | 5.95% |
| Poor | 0 | 0% |
| Total | 84 | 100% |

FIGURE 5.1.3: VALUE FOR MONEY OF SERVICE



INFERENCE:

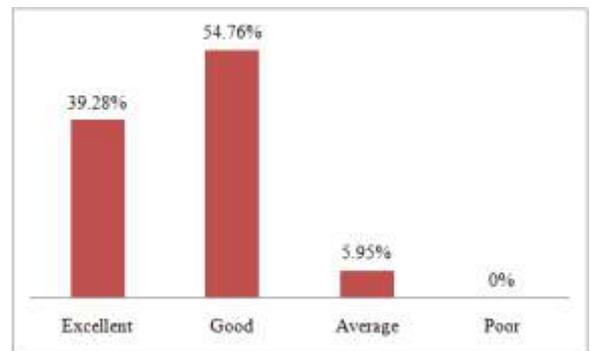
From the above figure it is clear that 33.33% of customers feel the value for money for paid service is excellent, 60.71% feel it is good and 5.95% feel it is average.

5.1.4 QUALITY OF SERVICE PROVIDED

TABLE 5.1.4

| Quality of service provided | Respondents | Percentage |
|-----------------------------|-------------|-------------|
| Excellent | 33 | 39.28% |
| Good | 46 | 54.76% |
| Average | 5 | 5.95% |
| Poor | 0 | 0% |
| Total | 84 | 100% |

FIGURE 5.1.4: QUALITY OF SERVICE PROVIDED



INFERENCE:

From the above figure it is clear that 39.28% of customers feel that the quality of service provided is excellent, 54.76% feel it is good and 5.95% feel it is average.

5.2 ANALYSIS USING CHI-SQUARE TEST

ASSOCIATION BETWEEN CAR MODEL USED BY THE CUSTOMER AND EASE OF CONTACTING THE SERVICE DEPARTMENT AT LAKSHMI FORD, THANJAVUR

Null Hypothesis (H₀): The ease of contacting the service department is independent of the Ford car model used by the customer.

Alternative Hypothesis (H₁): The ease of contacting the service department is dependent of the Ford car model used by the customer.

TABLE: 5.2.1

| Car Model | | | | | |
|--------------------------|-----------|-----------|-----------|-----------|-----------|
| Ease of Contact (Points) | Classic | Eco-Sport | Figo | Endeavor | Total |
| 5 | 12 | 10 | 8 | 5 | 35 |
| 4 | 20 | 16 | 5 | 5 | 46 |
| 3 | 0 | 2 | 1 | 0 | 3 |
| 2 | 0 | 0 | 0 | 0 | 0 |
| 1 | 0 | 0 | 0 | 0 | 0 |
| Total | 32 | 28 | 14 | 10 | 84 |

Degree of freedom = 12
 The table value of 5% level of significance is 21.03
 As the calculated value is less than the table value, Null hypothesis is accepted.

4.1966 < 21.03, H₀ is accepted.

INFERENCE:

Hence the result shows the ease of contacting the service department is independent of the Ford car model used by the customer.

ASSOCIATION BETWEEN CAR MODEL USED BY THE CUSTOMER AND COMPLAINTS UNDERSTOOD BY SERVICE PERSONNEL AT LAKSHMIFORD, THANJAVUR

NULL HYPOTHESIS (H₀): The understanding of complaints by the service personnel is independent of the Ford car model used by the customer.

ALTERNATIVE HYPOTHESIS (H_a): The complaints understood by the service personnel is dependent of the Ford car model used by the customer.

TABLE: 5.2.2

| Car Model | | | | | |
|---|-----------|-----------|-----------|-----------|-----------|
| Complaints understood by service personnel (Points) | Classic | Eco-Sport | Figo | Endeavor | Total |
| 5 | 12 | 13 | 7 | 2 | 34 |
| 4 | 20 | 13 | 6 | 8 | 47 |
| 3 | 0 | 2 | 1 | 0 | 3 |
| 2 | 0 | 0 | 0 | 0 | 0 |
| 1 | 0 | 0 | 0 | 0 | 0 |
| Total | 32 | 28 | 14 | 10 | 84 |

Degree of freedom = 12
 The table value of 5% level of significance is 21.03
 As the calculated value is less than the table value, Null hypothesis is accepted.
 5.3261 < 21.03, H₀ is accepted.

INFERENCE:

Hence the result shows the complaints understood by service personnel is independent of the Ford car model used by the customer.

ASSOCIATION BETWEEN CAR MODEL USED BY THE CUSTOMER AND VALUE FOR MONEY OF THE SERVICE PROVIDED AT LAKSHMIFORD, THANJAVUR

Null Hypothesis (H₀): The value for money of the service provided is independent of the Ford car model used by the customer.

Alternative Hypothesis (H_a): The value for money of the service provided is dependent of the Ford car model used by the customer.

TABLE: 5.2.3

| Car Model | | | | | |
|--------------------------|-----------|-----------|-----------|-----------|-----------|
| Value for money (Points) | Classic | Eco-Sport | Figo | Endeavor | Total |
| 5 | 8 | 10 | 6 | 4 | 28 |
| 4 | 22 | 16 | 7 | 6 | 51 |
| 3 | 2 | 2 | 1 | 0 | 5 |
| 2 | 0 | 0 | 0 | 0 | 0 |
| 1 | 0 | 0 | 0 | 0 | 0 |
| Total | 32 | 28 | 14 | 10 | 84 |

Degree of freedom = 12
 The table value of 5% level of significance is 21.03
 As the calculated value is less than the table value, Null hypothesis is accepted.
 1.9977 < 21.03, H₀ is accepted.

INFERENCE:

Hence the result shows the value for money of the service provided is independent of the Ford car model used by the customer.

ASSOCIATION BETWEEN CAR MODEL USED BY THE CUSTOMER AND QUALITY OF THE SERVICE PROVIDED AT LAKSHMIFORD, THANJAVUR

Null Hypothesis (H₀): The quality of the service provided is independent of the Ford car model used by the customer.

Alternative Hypothesis (H_a): The quality of the service provided is dependent of the Ford car model used by the customer.

TABLE: 5.2.4

| Car Model | | | | | |
|-----------------------------|-----------|-----------|-----------|-----------|-----------|
| Quality of Service (Points) | Classic | Eco-Sport | Figo | Endeavor | Total |
| 5 | 13 | 9 | 8 | 3 | 33 |
| 4 | 17 | 17 | 5 | 7 | 46 |
| 3 | 2 | 2 | 1 | 0 | 5 |
| 2 | 0 | 0 | 0 | 0 | 0 |
| 1 | 0 | 0 | 0 | 0 | 0 |
| Total | 32 | 28 | 14 | 10 | 84 |

Degree of freedom = 12
 The table value of 5% level of significance is 21.03
 As the calculated value is less than the table value, Null hypothesis is accepted.
 3.6139 < 21.03, H₀ is accepted.

INFERENCE:

Hence the result shows the quality of service provided is independent of the Ford car model used by the customer.

06. CONCLUSION:

With respect to the above study and the findings thereby, the company has a strong customer relationship management. The staff takes care of the customers very well and based on the survey the ser-

vice is also found to be very good. With few more concerted efforts on improving the ease of contacting the service department, the organization can keep working their best to propel to a greater height in the field of customer relationship management through their post sales services.

From the statistical analysis it is clear that the various aspects of the post sales service provided like:

- Ease of contacting the service department
- Complaints understood by the service personnel
- Value for money
- Quality

is done efficiently no matter what Ford car model is owned by the customers at Lakshmi Ford, Thanjavur.

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