

## A STUDY OF CUSTOMER RETENTION IN ARIGNAR ANNA SUGARS, THANJAVUR.



### Marketing

**KEYWORDS:** Customer Relationship Management, CRM, Arignar Anna Sugar Mills, Thanjavur

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### ABSTRACT

*Many companies have initiated projects to improve on customer orientation and plan the implementation of customer relationship management (CRM) systems. Among the desired benefits are increased customer satisfaction and retention by providing personalized products and value added services. Although the potentials of CRM are obvious only a few successful CRM implementations are known in practice. This article describes the results of a cross-industry benchmarking project in which 120 companies participated. The results show that there is no 'unique' CRM project and that successful implementations are rarely technical projects. From the research six critical success factors for CRM projects emerged: step wise evolution, straightforward implementation and long term project, organizational redesign, integrated system architecture of standard components, change management, and top management support. The six successful practice companies show examples of how these critical success factors are applied.*

### INTRODUCTION:

Customer relationship management includes relations of companies to their clients and activities for the consequent support of clients to participate in the creative and inventive development of individual products. This opens up new doors for effective CRM on a project basis, since the key factors of successful CRM are interaction with and identification of the customer. The biggest management challenge in the new millennium of liberalization and globalization for a business is to serve and maintain good relationship with the king – the customer. In the past producers took their customers for granted, because at that time the customers were not demanding nor had alternative source of supply or suppliers. But today there is a radical transformation. The changing business environment is characterized by economic liberalization, increasing competition, high consumer choice, demanding customer, more emphasis on quality and value of purchase etc. All these changes have made today's producer shift from traditional marketing to modern marketing. Modern marketing calls for more than developing a product, pricing it, promoting it and making it accessible to target customer. It demands building trust, a binding force and value added relationship with the customers.

The Internet allows new ways of communication among companies as well as between clients and companies, e.g., business-to-business (b2b) market places. New ways of collaboration make virtual enterprises possible. Customer relationship management includes relations of companies to their clients and activities for the consequent support of client and service processes. Today's communication and collaboration facilities allow clients to participate in the creative and inventive development of individual products. This opens up new doors for effective CRM on a project basis, since the key factors of successful CRM are interaction with and identification of the customer. Both is guaranteed in modern project management platforms, linked with the voluntary cooperation of the client and his ambition to design a customized product. In this paper we describe a web-based project management system that enables companies to plan and execute business processes both with other companies and with clients. In Section 2 we describe basic concept.

### REVIEW OF LITERATURE:

Customer relationship management has been defined as “a business approach that integrates people, processes, and technology to maximize relationships with customers” Goldenberg (2008, p.3). Moreover, it has been stated that customer relationship management “characterizes a management philosophy that is a complete orientation of the company toward existing and potential customer relationships” (Raab et al, 2008, p.6)

**Mueller (2010)** characterizes customer relationship management aspect of the business as a highly dynamic, and convincingly argues that businesses have to adopt a proactive approach in devising relevant programs and initiatives in order to remain competitive in their industries.

**Sinkovics and Ghauri (2009)** relate the necessity for engaging in customer relationship management to high cost of direct sales, highly intensifying level of competition in the global level, and need for information about various aspects of the business in general, and consumer behaviour in particular, that can be used to increase the levels of sales.

According to Peppers and **Rogers (2011)**, there is global tendency in customer relationship management that relates to the shift from transactional model towards the relationship model. In other words, Peppers and Rogers (2011) argue that satisfying customer needs as a result of on-time transaction is not sufficient today in order to ensure the long-term growth of the businesses.

Instead, businesses have to strive to maintain long-term relationships with their customers in order to maintain flexibility to adopt their increasing expectations and thus achieving their life-long loyalty. Peppers and Rogers (2011) further stress that, businesses that refuses to acknowledge this tendency in the global marketplace would be risking their market share and growth prospects in the future.

One of the most critical sources for the research is the book “Relationship Marketing and Customer Relationship Management” authored by **Brink and Berndt (2009)**. The book offers an in-depth discussion of the concept of Customer Touch Map and discusses the role of information technology in facilitating customer relationship management.

The work of **Mathur (2010)** represents another significant contribution to the research area to be used in the study. Namely, the author provides a wide range of specific customer relationship management techniques and principles that are used by multinational businesses. The findings of Mathur (2010) can be compared to the primary data findings in the proposed research, thus enhancing the scope of the study.

**Khurana (2010)**, on the other hand, discusses the concept of customer relationship management in a great detail, and also addresses advantages and disadvantages associated with a range of relevant software applications. The third edition of Pradan's (2009) “Retailing Management” is another noteworthy source that is going to be used

in the study. Specifically, Pradan (2009) identifies customer relationship management as an emerging aspect of marketing in retail and discusses its importance for ensuring long-term growth for retail businesses.

A global approach towards the issues of customer relationship management is adopted by Raab et al (2008) in "Customer relationship management: a global perspective". The value of this specific work to the proposed research can be explained in a way that it will allow the comparison of customer relationship management principles to the similar principles exercised by other multinational retailers in a global marketplace.

**Objectives:**

1. To identify the most valuable customers and measures to retain them.
2. To study on customer relationship of the company regards to sales at Arignar Anna sugars.

**SCOPE OF THE STUDY:**

- The study is confined on the selected customers in and around Thanjavur.
- To know the customer's satisfaction levels with quality, supply, packing, service of ARIGNAR ANNA SUGAR MILLS and promotional activities by the company.
- The study enables to know the expectation of the customers.
- The project highlights the scope for future improvements on the basis of present scale.

**RESEARCH METHODOLOGY:**

**Research design:**

The research design adopted for the study is descriptive. Research taken with the idea to know about the training evaluation of the organization.

- **Sampling technique:** The sampling technique adopted for this study is simple random.
- **Sample size:** The size of sample taken for this study is 106.
- **Method of data collection:** The researcher has collected the primary data through the questionnaire was distributed directly by the researcher to these.
- **Tools for analysis:** Simple percentage analysis is used for data analysis.

**LIMITATIONS OF THE STUDY:**

- Some technical terms in the data collection instrument (questionnaire) may not be understandable to some customers.
- Inadequate disclosure of information is also the problem.
- Financial problem is also there in completing this project in a proper way

**DATA ANALYSIS AND INTERPRETATION**

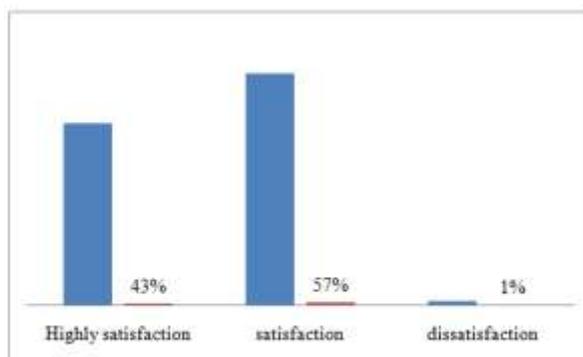
**TABLE NO. 1: THINK ABOUT AASM CUSTOMER SERVICE WISE DISTRIBUTION OF RESPONDS**

Think about AASM customer service	No. of respondents	Percentage
Highly satisfaction	46	43%
satisfaction	59	57%
dissatisfaction	1	1%
<b>Total</b>	<b>106</b>	<b>100%</b>

**Inference:**

From the above table it is clear that 57% of the respondents belong to Highly satisfied for the AASM customer service, 43% of the respondents belong to satisfied for the AASM customer service 1% of the respondents belong to dissatisfied for the AASM customer service.

**FIGURE 1: THINK ABOUT AASM CUSTOMER SERVICE WISE DISTRIBUTION OF RESPONDS**



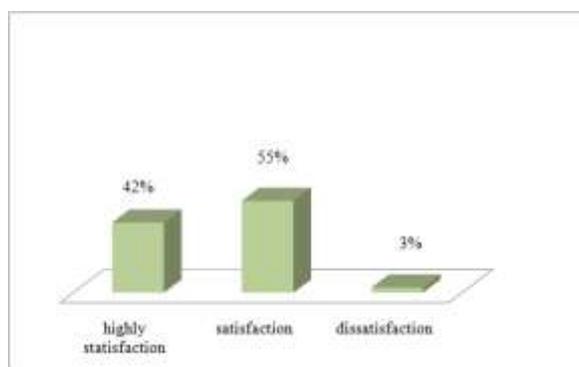
**TABLE NO. 2: EFFECTIVE SATISFACTION WISE DISTRIBUTION OF RESPONDS.**

Effective are they providing service	No. of respondents	Percentage
Highly satisfaction	45	42%
Satisfaction	58	55%
Dissatisfaction	3	3%
<b>Total</b>	<b>106</b>	<b>100%</b>

**Inference:**

From the above table it is clear that 55% of the respondents belong to highly satisfied for the AASM providing service, 42% of the respondents belong to satisfied for the AASM providing service, 3% of the respondents belong to dissatisfied for the AASM providing service.

**FIGURE 2: EFFECTIVE SATISFACTION WISE DISTRIBUTION OF RESPONDS**



**ASSOCIATION BETWEEN SERVICES PROVIDED AND CUSTOMER SATISFACTION WITH ARIGNAR ANNA SUGAR MILL**

**Null hypothesis (H<sub>0</sub>):** There exists no significant association between providing service and Customer service with Arignar Anna sugar mill.

**Alternative Hypothesis (H<sub>1</sub>):** There exists significant association between providing service and Customer service with Arignar Anna sugar Mill

TABLE 3

Services Provided	Highly satisfied	satisfied	dissatisfied	Total
<b>Customer Satisfaction</b>				
<b>Highly satisfied</b>	23	22	0	<b>45</b>
<b>Satisfied</b>	21	36	2	<b>59</b>
<b>Dissatisfied</b>	0	0	2	<b>2</b>
<b>Total</b>	<b>44</b>	<b>58</b>	<b>4</b>	<b>106</b>

Calculated value =54.973

Degree of freedom= 4

The table value 5% level of significance is 9.488

#### **Inference:**

Calculated value is greater than table value

This is significant association between customer service and providing service. They give result satisfied customer service in AASM.

So Null hypothesis (Ho) is rejected and Alternative hypothesis (H<sub>a</sub>) is accepted

#### **CONCLUSION**

From this study it can be concluded that the customer relationship management in Company is satisfactory. The company is using various CRM practices like customization of the product, maintaining interaction with the customers regularly and providing good quality product etc. Customer relationship management has a certain impact on the profitability of the company. Customer response rate 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 coordination among the departments of the company. Information technology is not used as much as it should be. The company is using traditional tools of CRM like quantitative research, personal interviews.

## **REFERENCE**

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