



Impact Of Customer Relationship Management In Wipro Technologies (Telecom Department), Chennai

* Dr. S. Saravanan

* Professor & Head, Dept. Of Management Studies, Misrimal Navajee Munoth Jain Engineering College, Chennai

ABSTRACT

The ability to provide meaningful sales and service experience promises to be a means of differentiation; of providing customers with a reason to frequent your business rather than your competitors. CRM aims to provide organizational effectiveness by reducing sales cycle and selling cost, identifying markets and channels for expansion, and improving customer value and satisfaction, profitability and customer retention. CRM applications often used in combination with data-warehousing, E- commerce applications and call centers allows companies to gather and access information about customers' buying histories, preferences, complaints and other data so that they can better anticipate what customer will want.

Keywords : CRM, Indian Company, Wipro, Software Development Company

Introduction

The sales and ordering process is becoming lengthier and convoluted, with quoting cycles measured in days and weeks. The sale of communications services and equipment for the business market has always been costly and complicated - particularly in the data arena. Today's multitude of new technologies and services is compounding this situation further by lengthening sales cycle times. Many communications companies spend a great deal of time and money delivering these customizable services and equipment to their customers. This is because selling configurable goods is not easy or simple. The process needs a highly and constantly trained sales force; multiple, consultative dialogues with customers; and specialized (often expensive) sales support.

Customer Relationship Management (CRM)

The ability to provide meaningful sales and service experience promises to be a means of differentiation; of providing customers with a reason to frequent your business rather than your competitors. Customer Centric Operation is no longer an optional differentiator, but it is a key to remain in business. CRM solutions focus on automating and improving business processes. CRM aims to provide organizational effectiveness by reducing sales cycle and selling cost, identifying markets and channels for expansion, and improving customer value and satisfaction, profitability and customer retention.

Customer Relationship Management in Telecom Organizations

Customer relationship management (CRM) is critical for every telecommunications company. That is truer now than ever before. New technologies and services, increasing competition, dwindling customer loyalty, globalization, and market uncertainty are all good reasons for you to be concerned about the effectiveness of your CRM strategy and solutions. Ideally for improvements across the board, a CRM solution should help to understand customers better and help to react quickly to meet their needs. It should support sales, marketing, and service activities effectively by implementing efficient processes. And it should improve the bottom line of the organization by helping to cultivate profitable customers

and increase the profit per customer. Telecom industry has special CRM needs. Growing competition is leading to shorter product life cycles.

Need For The Study

CRM is a discipline as well as a set of discrete software technologies which focuses on automating and improving the business processes associated with managing customer relationships in the area of sales, marketing, customer care and support. CRM applications not only facilitate the coordination of multiple business functions but also coordinate multiple channels of communication with customer face to face, call centre and the web so that organizations can accommodate their customers preferred channel of interaction. A rich customer relationship fuels effective acquisition, nurturing and retention of customers.

Objectives Of The Study

- To map the level of improvised customer service offered by the usage of enhanced technology of the CRM system
- To investigate how was the staffing cost and downstream costs reduced after the successful implementation of the system
- To study on how Interactive CRM system has played a key role in strengthening relationship with customers thereby increasing client retention rates
- To understand the perception of customer's on the usage of the Interactive CRM solutions of a Telecom Organisation
- To know how instrumental and successful has the Interactive CRM system been in satisfying the customer's needs

Research Methodology

Research Design

The choice of research design depends on the depth and extent of data required the cost and benefits of the research the urgency of the work and time available for completing it.

For this study, the exploratory research design is selected and investigate to define research problems and to clarify concept. Exploratory research is a type of research that is performed to "explore" survey participant response to the survey topic. It is typically performed when the researcher does not have a hypothesis or does not have specific assumptions concerning the survey problem.

Sampling Size

The sample size for telecom service users is 50

Data Analysis

1. Income Group of Customers :

Mobile communication is the most common and indispensable form of communication. It has almost replaced the usage of fixed lines due to its convenience and cost effectiveness. Mobile phone has become a necessary gadget for all class of people in today's world.

An attempt was made to study the monthly income group of customers using the mobile service. The results are tabulated as below

| SI No | Income Group (in Rupees) | Number of Respondents | Percentage |
|-------|--------------------------|-----------------------|------------|
| 1 | 1 lakh- 3lakhs | 5 | 10 |
| 2 | 3 lakhs-8 lakhs | 23 | 46 |
| 3 | 8lakhs-15 lakhs | 15 | 30 |
| 4 | Above 15 lakhs | 7 | 14 |
| Total | | 50 | 100 |

2. Usage Preference

There are two categories on the basis of which the mobile service can be used by the users Postpaid and Prepaid. Prepaid is a kind of service where the usage can be availed after a payment of usage charges. If the user has exceeded the amount of usage, he has to pay the usage charges once again to extend his service. Postpaid is a service where user can avail the service and later pay the usage charges along with the rent for usage at the end of the month. However, if the user exceeds the credit limit offered, the user has to pay the usage charges. The usage preference of the customers of a telecom organization is analyzed and results are tabulated

| SI No | Mobile service | Number of Respondents | Percentage |
|-------|----------------|-----------------------|------------|
| 1 | Prepaid | 18 | 36 |
| 2 | Postpaid | 32 | 64 |
| Total | | 50 | 100 |

3. Monthly Usage of Customers :

An effort is made to analyze the monthly usage costs of the subscribers of a telecom service providing organization

| SI No | Monthly Usage (in rupees) | Number of Respondents | Percentage |
|-------|---------------------------|-----------------------|------------|
| 1 | 200-500 | 4 | 8 |
| 2 | 500-2000 | 22 | 44 |
| 3 | 2000-5000 | 11 | 22 |
| 4 | Above 5000 | 13 | 26 |
| Total | | 50 | 100 |

4. Additional Services Availed :

Telco's no longer limit themselves on providing mobile services alone. Most of the telecoms have diversified themselves on providing additional services like Broadband, Data Card, Digital Television, Land line services. An attempt has been made to analyze the additional services availed by the mobile users of the telecom service providing company

| SI No | Additional Services Availed | Number of Respondents | Percentage |
|-------|-----------------------------|-----------------------|------------|
| 1 | DTH | 6 | 12 |
| 2 | Broadband | 21 | 42 |
| 3 | Data card | 10 | 2 |
| 4 | Fixed line | 13 | 26 |
| Total | | 50 | 100 |

5. CRMAwareness :

Telco's are consistently working on creating awareness of the Interactive CRM systems among their customers through all possible means. An attempt was made to analyze the various sources of CRM awareness adopted by Telco's

| SI No | Source of CRM awareness | Number of Respondents | Percentage |
|-------|-------------------------|-----------------------|------------|
| 1 | Starter pack | 7 | 14 |
| 2 | SMS | 10 | 20 |
| 3 | Customer Care executive | 17 | 34 |
| 4 | Internet | 6 | 12 |
| 5 | TV, Newspaper | 5 | 10 |
| 6 | Friends, relatives | 3 | 6 |
| 7 | Others | 2 | 4 |
| Total | | 50 | 100 |

6. Channels of Customer Service

Customers contact through various channels for their issues and queries. An attempt was made to study the various channels through which users contact for customer service for a telecom service providing organization and results are tabulated

| SI No | Channels of Customer Service | Number of Respondents | Percentage |
|-------|------------------------------|-----------------------|------------|
| 1 | E mail | 7 | 14 |
| 2 | SMS | 9 | 18 |
| 3 | Customer Care executive | 14 | 28 |
| 4 | Direct walk in | 3 | 6 |
| 5 | Web based CRM system | 17 | 34 |
| Total | | 50 | 100 |

7. Frequency of Access :

Service users access CRM system for fulfilling their varied needs and demands. The usage depends on user requirements. Depending upon user requirements, the frequency of accessing the system also varies among users. The table below gives the analysis made on the frequency of the users in accessing the CRM system

| SI No | Frequency of Access | Number of Respondents | Percentage |
|-------|-------------------------|-----------------------|------------|
| 1 | Once in a month or less | 6 | 12 |
| 2 | Several times a month | 23 | 46 |
| 3 | Several times a week | 14 | 28 |
| 4 | Everyday | 4 | 8 |
| 5 | Others | 3 | 6 |
| Total | | 50 | 100 |

8 Usage Purpose :

CRM system may be used by the subscriber for numerous uses to get their demands fulfilled.

A study was conducted to analyze the usage purpose of the CRM system by the customers and the results are tabulated

| SI No | Purpose of Access | Number of Respondents | Percentage |
|-------|----------------------------------|-----------------------|------------|
| 1 | Placing a new order | 9 | 18 |
| 2 | Cancellation/ Disconnect Service | 6 | 12 |
| 3 | Queries | 3 | 6 |
| 4 | Registering a trouble ticket | 5 | 10 |
| 5 | Bill Payment | 10 | 20 |
| 6 | Usage Check | 8 | 16 |
| 7 | Feedback | 1 | 2 |
| 8 | Software download | 6 | 12 |
| 9 | Others | 2 | 4 |
| Total | | 50 | 100 |

9. Response Time of the System :

Response time is defined as time from submission of a query or an order to the time in which the first response is received from the system. The Interactive CRM system is developed to work with good performance and speed and the response time should accordingly be quicker.

An effort was made to study the time taken for the CRM system to respond to queries of the users. The results are tabulated as shown below

| SI No | Response Time | Number of Respondents | Percentage |
|-------|---------------------|-----------------------|------------|
| 1 | Immediately | 25 | 5 |
| 2 | Within 2- 3 minutes | 10 | 2 |
| 3 | Within 3- 5 minutes | 7 | 14 |
| 4 | More than 5 minutes | 8 | 16 |
| Total | | 50 | 100 |

10. Resolution Time of the System :

Resolution time is the time taken for the CRM system to provide a solution to the queries of the user. An analysis was done to find out the resolution time of the Interactive CRM system. The results are tabulated

| Sl No | Resolution Time | Number of Respondents | Percentage |
|-------|-----------------------------|-----------------------|------------|
| 1 | Immediately | 19 | 38 |
| 2 | Less than a day | 14 | 28 |
| 3 | Between 2- 3 days | 8 | 16 |
| 4 | Between 3- 5 days | 6 | 12 |
| 5 | More than a week | 3 | 6 |
| 6 | Problem is not yet resolved | 0 | 0 |
| Total | | 50 | 100 |

11. Usage Perception of Customers :

Service users may have mixed opinion on the usage experience of the Interactive CRM system. An attempt was made to analyze the overall satisfaction of customers on using the Interactive CRM system. The results are tabulated

| Sl No | Usage Perception of Customers | Number of Respondents | Percentage |
|-------|-------------------------------|-----------------------|------------|
| 1 | Very Satisfied | 22 | 44 |
| 2 | Somewhat satisfied | 13 | 26 |
| 3 | Neutral | 5 | 10 |
| 4 | Somewhat dissatisfied | 6 | 12 |
| 5 | Very dissatisfied | 4 | 8 |
| Total | | 50 | 100 |

Conclusion

It is concluded that customers are satisfied with the Interactive CRM system and find it as an effective means of fulfilling needs. The features of the system have given them an enriched user experience and the service users were able to appreciate the enhanced and innovative approach of providing customer service. It is also observed that CRM system is accessed by users only for very basic services and Telco need to concentrate more on creating better awareness of CRM and transfer the knowledge about its various features and benefits to the service users. There were few areas which had certain limitations and these require attention

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