



A case study on Customer Relationship Management at Big Bazaar in Surat city

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ABSTRACT

Customer relationship management (CRM) can help organizations to manage customer interactions more effectively to maintain competitiveness in the present economy. As more and more organizations realize the significance of becoming customer-centric in today's competitive era, they adopted CRM as a core business strategy and invested heavily. CRM provides long-term relationship building with customers at an enterprise-wide level. Successful CRM implementation is a complex, expensive. This paper presents the successful implementation of CRM for Big Bazaar at Surat and how they are managing good relation with customers in different segments. This study will aid in understanding of customer relationship management CRM in Big Bazaar at Surat.

Keywords : Customer Relationship Management, Customer, CRM, Implementation, customer-centric, Business Strategies

Introduction

Big Bazaar, a part of the Pantaloon Group, is a hypermarket offering a huge array of goods of good quality for all at affordable prices. Big Bazaar with over 50 outlets in different parts of India is present in both the metro cities as well as in the small towns. Big Bazaar has no doubt made a big name in the retail industry of India, moreover shopping here is further made a memorable experience with the varied rates of discounts on products as well as discount vouchers available in a variety of amounts, like INR 2000, INR 3000, INR 4000, INR 5000 and INR 10000 on all Big Bazaar products and accessories.

Big Bazaar is a chain of shopping malls in India currently with more than 31 outlets, owned by the Pantaloon Group. The idea was pioneered by entrepreneur Kishore Biyani, the head of Pantaloon Retail India Ltd. The idea from the very beginning was to make Big Bazaar very comfortable for the Indian customer. That was Kishoreji's strength as a retailer. He had a lot of confidence in what he was doing, even though it defied conventional logic.

Big bazaar is not just another hypermarket. It caters to every need of your family. Where Big Bazaar scores over other stores is its value for money proposition for the Indian customers. At Big Bazaar, you will definitely get the best products at the best prices - that's what they guarantee. With the ever increasing array of private labels, it has opened the doors into the world of fashion and general merchandise including home furnishings, utensils, crockery, cutlery, sports goods and much more at prices that will surprise you. And this is just the beginning. Big Bazaar plans to add much more to complete their customers shopping experience.

If one looks at Indian bazaars, mandis, melas, they are environments created by traders to give shoppers a sense of moment, of event, of place. They provide an inclusive environment where men and women from all castes, creeds and classes can come and shop at the same place. The founders of Big Bazaar were from the beginning very clear that they had to reflect the look and feel of Indian bazaars at their modern outlets, so that no customer would feel intimidated with the surroundings.

In India most of us are not prepared for the consumerism that is setting in this country. We underestimate how many people are going to fly and that's why our airports get crowded. We

underestimate how many people will speak on the phone for how many billions of minutes and therefore our cell phone networks are always congested. But the minds responsible for the huge success of Big Bazaar have captured and understood the force of consumerism that is unfolding.

Big Bazaar's all over India attract a few thousand customers on any regular day, and a lot more if they are offering something extra on each buy, which they normally are! And the sales force at Big Bazaar along with the executives is prepared for them.

Objective of Big Bazaar

The central objective for earlier businesses of Big Bazaar is to bring in stability and consolidation. They were built to enforce order. However, in the new era where nothing remains constant, the dominant theme for businesses needs to be speed and imagination.

Brand Image

"Is se sasta aur accha kahin nahi" Nothing captures the spirit of Big Bazaar better than this one liner. It is a simple statement and yet it positioned at the top of Indian customers mind. It shows that big bazaar was built on the foundation of entrepreneurship and simplicity. They believe in service and value for the customers. They consider that it is their only duty to keep customer in mind at every step, they go that extra mile and buy directly from source in bulk so that they can get best rates by keeping the margin low

Merchandise

"Main objective of the store layout is to maximize the interface between customers and merchandise" It provides easy accessibility to the customers to view the offerings of the store. Layout of the store has been strategically designed in order to make effective use of merchandise and passage to draw customers' attention on store's offerings Big Bazaar has a wide range of merchandise they have both branded and unbranded products like:

- Home linen items: Like bed sheets, pillow covers, carpets to kitchen utility items like steel utensils and crockery and other minor utility items required in a house.
- Electronic items: Like refrigerator, T.V, vacuum cleaner, music system, vacuum cleaner, washing machine. Etc.
- Mobile Zone: A wide range of mobile phones and acces-

- sories is available at lowest possible price.
- Furniture: All kind of furniture is available that one may require decorating the house.
- Star Sitara: In this section all kinds of cosmetic items are made available.
- Opticians: In this section all brands and types fashion glasses are available.
- Men Ladies and kids wear: This section includes fashion and casual wear for men ladies and kids both branded and unbranded.
- Foot wear: In this section footwear for men women and kids is made available.
- Music: A wide collection of CDs DVDs is made available.
- Toys: All kinds of toys for children are available.
- Stationary: All kind of office stationery and stationery for school going kids is available.

Database of Customers

Big Bazaar is huge hypermarket in which every day 1000 of people come to visit it and make purchase from the Big Bazaar, so it is difficult for Big Bazaar to maintain database of regular customer.

Loyalty Program in Big Bazaar

According to Kishore Biyani, the big brain behind Big Bazaar, price, quality or services are the only way to retain customers in retail. The repeat customers spend more than the average customers and need to be encouraged to come back. That's why the stores have started offering special discounts to customers who join their loyalty card programme. Lifestyle, for instance, has a loyalty programme called 'The Inner Circle', while Pantaloons offers a 'Green Card'. Rewards programmes, Westside have 'Club West' and 'First Citizen' from Shopper's Stop to woo the customer.

Firstly, Citizen Citibank Card and ICICI Bank had tie-up with Big Bazaar. The ICICI Credit Card EDC terminals were setup in Big Bazaar. The company woos the customers to subscribe for Future Credit Card. The Future card is a loyalty cum Credit card of Future Holdings and You will get the full benefit of this card if and only if the card is used in any of the Future Group outlets like Big bazaar, and that too if swiped in an ICICI bank EDC machines in the outlet cash counter.

Different schemes

Exchange offer

A new offer came in from Big Bazaar (Established retail chain in India), to exchange your old goods for coupons which one can reimburse with goods.

Sabse Sasta Din 26th January and 15th August

On the Republic Day and independent day have special offer for ordinary Indians with Big Bazaar's mega sales festival, 'Sabsa Sasta Din'. No event before had influenced a day's routine of thousands of people in different parts of the country like this sales festival.

Wednesday Bazaar

Big Bazaar has introduced a Wednesday Bazaar concept called "Hafta Ka Sabse Sasta Din". The aim, according to the chain, is "to give homemakers the power to save the most and even the stores in the city don a fresh look to make customers feel that it is their day". The Wednesday Bazaar also offers clothes, accessories and fashion jewellery and personal care products.

Monthly Bachat Bazaar

Big bazaar has scheme of 'Monthly Bachat Bazaar' at the starting of every month, its start from date 1 to 8, its the time when most of the working people get their salaries, so big bazaar take good advantage of garbing these salary by giving this scheme. This offer is on food and beverages .most of working people buys food and beverages for whole month during these days.

Special offer before college or school start

Big Bazaar provide special offer when there is time of starting

schools, give special offer or discount on stationery items and for college going students provide special offer on apparel like jeans, t – shirt etc., on foot ware, bags etc.,

In Big bazaar in store offer on different product is going on the whole year.

Sampling of new product

Big Bazaar arranges a sampling stall for a new product coming into market to introduce. Customers can test those new items on free of cost and if they like it then make purchase of it. In short customers can trail a new product. Big bazaar has tie up with those products so that this can be possible. Big Bazaar has provided sampling for Nescafe, nimbooz 7 up a new product of PepsiCo, act to pop corn etc.

Services

Big Bazaar provides a wide range of services to its customers like Trial rooms, elevators, car parking, security, baggage counter, trolleys, gift rapping, free call in case of emergency, for electronics item provide free home – delivery, wheel chair is provided at the entrance of the Big Bazaar, stretcher, in any case a mother wanted to feed her infant child or little child there is mother room to feed the child, water so that one could shop easily.

They even provide them with after sale services in case of buying electronic items. One of the major services provided by them is one stop shop as one could get a whole range of items under one shop and at the most reasonable price. They always have their outlets in such a location where it is easy to commute.

Big Bazaar provides a customer help desk at entrance of the shop, where customer can get all the necessary information of any new scheme or offer going on. Customer desk is for helping and guiding the customers. Customer desk help have complaint or suggestion box in which customer can write their suggestion and complaint regarding service, product etc.

Big Bazaar provides toll free number for customer care + (91) (22) 40 – 490 – 490 and email id: - support@futurebazaar.com through which customers can give their complaints and suggestion. A complaint of any customer can be solved within 24 hrs by a person who handle complaints if he is not able to solve it within 24 hrs then he try to convince that customer, that it would be solve within few hours or days. If that fellow is not at all able to solve the problem of the customer then it goes to zonal office.

Employee and sales person:

They have also given major emphasis to convince for customers in which layout has played a major role. The layout of the store is so effective that customers find their way out of what they want. Big Bazaar provides good employee service i.e their salesmen are always ready to provide help. Employee service is often neglected as part of good retail marketing but customer and employee interaction can be used as the significant tool for retail marketing.

Research Methodology

Problem Statement: To study customer relationship Management at Big Bazaar in Surat city.

Research Design :

In this paper Researcher used case study.

Different types of case are:

- The critical case: The researcher has a clearly specified hypothesis and a case on the ground that it will allow a better understanding in which the hypothesis will and will not hold.
- The revelatory case: The basis for the revelatory case exists when as investigator has an opportunity to observe and analyze a phenomenon previously inaccessible to scientific investigation.
- The representative case or typical case: This type seeks

to explore a case that exemplifies an everyday situation or form of organization.

The longitudinal case: This type of case concerned with how a situation changes over time.

This study uses revelatory case study approach in order to undertake systematic inquiry into the customer relationship management aspect of Big Bazaar.

Data collection Techniques:

For data collection Researcher chose in-depth interview and participant observation.

In-depth Interview: In-depth, qualitative interviews are excellent tools to use in planning and evaluating extension programs. An in-depth interview is an open-ended, discovery-oriented method that is well suited for describing both program processes and outcomes from the perspective of the target audience or key stakeholder.

The goal of the interview is to deeply explore the respondent's point of view, feelings and perspectives. In this sense, in-depth interviews yield information.

For the data collection researcher met HR manager Mr. Sanket Upadhyay surat branch he allowed researcher to visit Big Bazaar and he was ready to give information on CRM practice. Researcher conducted the in-depth interview at Big Bazaar, Surat. The first question Researcher asked was: How do you maintain your customers, he replied we don't maintain any database of the customers as in store 1000 of customers are coming and to maintain database of them is not possible, but we keep record of those customers who come for exchange offer, keep record of their name and mobile numbers and whenever any new schemes are to be launched we inform them. Even we are not providing loyalty cards. When Researcher asked about service part, he replied that we have customer desk which provide all the required information about any new schemes or any new offer going on, near customer desk there is a suggestion/complaint box in which customers can write their suggestions or complaints. we provide toll free number and email id through which also customer can tell about their suggestions or complaints, there is department which handles complaint and within 24 hours they try to solve the problem, and if not possible then try to convince them that your problem will be solved very soon, other service

part are we providing gift wrapping facilities, home delivery for electronics items, wheel chair, stretcher, mother room for feeding baby, water etc, we have different schemes in every month to attract and retain the customers.

Participant Observation: Some research methods (such as questionnaires) stress the importance of the researcher not becoming "personally involved" with the respondent, in the sense of the researcher maintaining both a personal and a social distance between themselves and the people they are researching. Participant observation, however, is sometimes called a form of subjective sociology, not because the researcher aims to impose their beliefs on the respondent (this would simply produce invalid data), but because the aim is to understand the social world from the subject's point-of-view. This method involves the researcher "getting to know" the people they're studying by entering their world and participating - either openly or secretly - in that world. This means you put yourself "in the shoes" of the people you're studying in an attempt to experience events in the way they experience them.

Conclusion

Researcher studied about the customer relationship in Big Bazaar, wherein Researcher gathered information about their services they offer, in every season they give advantage to their customers by giving different and attractive schemes like Wednesday bazaar, monthly bachat, sab se sasta din like 26th Jan and 15th Aug, provide exchange offer for old goods etc.. For that researcher took in-depth interview of HR Mr. Sanket Upadhyay of Big Bazaar at Surat, come to know about their complaint handling facilities and how they take suggestion of their customers.

Big Bazaar takes good care of their customers and frequently offers different and attractive schemes. Big Bazaar is a place where a customer can get a product with lower price than in the market place. It provides game zone for children, food bazaar is also there, and there is a studio. This way it tries to utilize more and more time of customers so that they can spend more time in Big Bazaar and take the advantage of it. Big Bazaar's facilities are different than other retail stores like Vishal Mega Mart. Big Bazaar's aim is to provide 'sab se sasta' which means at cheapest rates. Big Bazaar giving value for money to its customers.

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