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## A Study On Customer Relationship Management In Royal Enfield Showroom Adyar

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### ABSTRACT

Customer relationship management is a crucial factor in the success of organizations, particularly in the manufacturing industries, where efficiency, productivity, and innovation are essential. This study focuses on understanding the current levels of customer relationship management within Royal Enfield motors, identifying key factors that influence it, and proposing actionable strategies for improvement. Customer Relationship is tend to be more motivated, productive, and aligned with the companies goal, while dissatisfaction can lead to higher turnover rates, decreased productivity, and a negative impact on the company's bottom line.

**Keywords:** Customer Relationship Management (CRM), Customer satisfaction, Customer retention, Relationship marketing, Customer loyalty, CRM strategies, After-sales service, Customer engagement, Service quality, Customer feedback

### 1.INTRODUCTION

Royal Enfield, a leading name in the global motorcycle industry, has developed a reputation not only for its high-quality motorcycles but also for its strong connection with its customers. The brand's focus on building a loyal community and delivering a memorable ownership experience is rooted in its strategic use of CRM. As one of the most iconic and trusted brands in the premium motorcycle segment, Royal Enfield's showrooms serve as the primary space for customers to interact with the brand. It is within these showrooms that the real impact of CRM is felt, as customer interactions influence purchase decisions, service satisfaction, and future engagement. The primary objective of this study is to explore the CRM strategies implemented at the Royal Enfield showroom in Adyar and analyze how these strategies impact customer satisfaction, retention, and loyalty. By focusing on customer interactions, feedback mechanisms, and after-sales service, this research

aims to assess the effectiveness of the CRM framework employed by the showroom.

## 2. NEED OF THE STUDY

- Customer Relationship Management (CRM) plays a pivotal role in strengthening customer loyalty, enhancing service quality, and ultimately boosting sales in the competitive automobile industry.
- This study is important as it aims to understand the current CRM practices at the Royal Enfield Showroom in Adyar, assess their effectiveness in meeting customer expectations, and identify areas for improvement.
- Moreover, as Royal Enfield is known for its strong brand loyalty, investigating CRM in this specific context will provide a deeper understanding of the relationship between customer engagement and brand value.

## 3. OBJECTIVES OF THE STUDY

- To understand customer perceptions and experiences with the CRM practices.
- To identify factors influencing CRM on customer retention and loyalty.
- To identify key challenges in implementing CRM at the Royal Enfield showroom.

## 4. SCOPE OF THE STUDY

- Analyse the strategies, tools, and techniques used for managing customer relationships at the Royal Enfield showroom in Adyar, focusing on pre-sale, sales, and post-sale activities.
- Assess customer satisfaction levels and evaluate how CRM contributes to customer retention and repeat business at the showroom.
- Investigate how CRM enhances both the sales process and after-sales services, including maintenance and customer support.

## REVIEW OF LITERATURE

### Natarajan, P. (2021) – Customer Segmentation Using CR

"Natarajan P" in 2021 specifically titled "CRM and Customer Loyalty." It's possible that there might be a misunderstanding or misattribution regarding the author's name or the publication details. However, the relationship between Customer Relationship Management (CRM) and customer loyalty has been extensively studied across various sectors.

**Srinivasan, V. (2021) – Customer Feedback and CRM Integration**

Customer Relationship Management (CRM) is a strategic business approach focused on building and maintaining long-term customer relationships. It integrates marketing, sales, customer service, and IT to optimize customer interactions. CRM aims to understand customer needs and behaviors through continuous engagement. Srinivasan emphasizes that CRM is not just technology but a business philosophy.

**Murali, R. (2021) – Post –Purchase Engagement**

Sending personalized acknowledgments immediately after a purchase reassures customers and sets a positive tone for future interactions. **delivery Updates and Tracking Information:** Providing real-time updates on order status and delivery progress ensures customers are kept informed, enhancing their overall experience. **Creating memorable unboxing moments** can delight customers and encourage **Care instructions** helps customers maximize the value of their purchase.

**Chandran, A. (2022) – Omni channel CRM and Customer Experience**

Centralizing data from all channels provides a comprehensive view of each customer, enabling personalized interactions and efficient service. Ensuring uniform messaging and service quality across all platforms builds trust and reinforces brand identity. Allowing customers to switch between channels without losing context or information enhances convenience and satisfaction.

**Venkatesh, K. (2022) –CRM for Service Optimization**

CRM systems aggregate customer information from various touchpoints, providing a 360-degree view that enables personalized service delivery. Automation of routine tasks such as ticketing, follow-ups, and feedback collection streamlines operations and reduces response times. Analysing customer data in real-time allows for proactive issue resolution and the identification of service improvement areas.

**Ravi, P., & Subramanian, A. (2022) – CRM in Competitive Markets**

Customer Relationship Management (CRM) in competitive markets refers to strategies, technologies, and practices that organizations use to manage and analyse customer interactions and data. In such markets, businesses face the challenge of retaining customers while simultaneously attracting new ones, amidst a high level of competition. CRM enables firms to build long-term relationships with their customers by understanding their needs, preferences, and behaviors.

**Balaji, S. (2023) – Customer Centric CRM**

Customer-Centric CRM refers to a strategic approach where the customer is placed at the core of all business processes, decisions, and interactions. According to Balaji (2022), it involves using CRM systems not merely as a tool for sales or marketing, but as a comprehensive framework to understand, anticipate, and fulfil

customer needs throughout the entire customer lifecycle. The aim is to build long-term relationships rather than focusing solely on short-term gains.

This approach requires businesses to gather detailed customer data, including preferences, purchase history, and feedback, and use this information to deliver personalized experiences. By tailoring products, services, and communication to individual customers, organizations can enhance satisfaction and loyalty. A customer-centric CRM emphasizes proactive engagement, aiming to create meaningful and consistent interactions across all touchpoints.

### **Saravanan, S. (2023) – CRM Implementation Challenges**

CRM implementation challenges refer to the difficulties organizations face when adopting and integrating Customer Relationship Management (CRM) systems into their operations. According to Saravanan (2022), these challenges stem from several factors, including resistance to change, inadequate planning, and lack of proper training. Employees may be reluctant to adopt new systems, hindering the effective utilization of CRM tools. A significant challenge is data integration, where CRM systems must seamlessly connect with existing software and databases. Poor integration can lead to data silos, affecting the accuracy and accessibility of customer information. Another hurdle is data quality; inconsistent or incomplete customer data can undermine CRM system effectiveness, leading to poor decision-making. Additionally, organizations often struggle with defining clear CRM goals and objectives, making it difficult to measure the success of implementation.

### **Krishna, P. (2023) – CRM for Customer Retention**

CRM for customer retention focuses on utilizing Customer Relationship Management systems and strategies to foster long-term relationships with existing customers. According to Krishna (2022), retaining customers is more cost-effective than acquiring new ones, making customer retention a key focus for businesses. CRM helps organizations track and analyse customer behaviour, preferences, and interactions, allowing them to deliver personalized experiences that meet individual needs.

With CRM tools, businesses can offer targeted promotions, loyalty programs, and exclusive offers that encourage repeat purchases and strengthen customer loyalty. By understanding the customer's journey, CRM systems enable companies to anticipate potential issues and address them proactively, preventing customer churn. CRM also helps businesses gather feedback and resolve complaints swiftly, ensuring that customers feel valued and heard.

## RESEARCH METHODOLOGY

A research methodology delineates the methods and approaches employed in order to locate and evaluate data pertaining to a certain area of study. It is a procedure by which researchers plan their investigation to enable them to use the chosen research tools to accomplish their goals. It covers every crucial facet of research, such as the overarching framework for the study as well as the methodologies used for data collecting, analysis, and design. Even if these principles can aid in your understanding of research technique, you also need to appreciate the significance of selecting the appropriate approach.

## RESEARH DESIGN

Research design refers to the overall strategy and framework for conducting a research study. It outlines how the research will be conducted, detailing the methods and procedures for collecting and analyzing data. A well-defined research design ensures that the study is methodologically sound, efficient, and capable of addressing the research questions or hypotheses.

This research comes under DESCRIPTIVE RESEARCH.

## DESCRIPTIVE RESEARCH

Descriptive research is a type of research that aims to accurately and systematically describe a population, situation, or phenomenon. It can answer questions about who, what, where, when,

And how, but not why. Descriptive research is often used to describe characteristics or functions of a specific group, determine frequencies of occurrences, and categorize information.

## SAMPLING TECHNIQUES

In Customer Relationship Management (CRM), sampling techniques refer to the methods used to select a subset of customers from a larger population for the purpose of collecting data, analyzing behaviors, and gaining insights. The goal of using sampling in CRM is to gather representative, relevant, and actionable data that can drive customer-centric decisions without needing to collect data from every customer.

**MANN WHITNEY U TEST:**

Mann Whitney U test examines the difference between Gender of the respondents and Communication frequency, communication relevance, recommendation likelihood and Account access.

| <b>Ranks</b>              |        |     |           |              |
|---------------------------|--------|-----|-----------|--------------|
|                           | Gender | N   | Mean Rank | Sum of Ranks |
| Communication frequency   | Male   | 53  | 50.12     | 2656.50      |
|                           | Female | 49  | 52.99     | 2596.50      |
|                           | Total  | 102 |           |              |
| Communication relevance   | Male   | 53  | 52.05     | 2758.50      |
|                           | Female | 49  | 50.91     | 2494.50      |
|                           | Total  | 102 |           |              |
| Recommendation likelihood | Male   | 53  | 49.44     | 2620.50      |
|                           | Female | 49  | 53.72     | 2632.50      |
|                           | Total  | 102 |           |              |
| Account access            | Male   | 53  | 49.91     | 2645.00      |
|                           | Female | 49  | 53.22     | 2608.00      |
|                           | Total  | 102 |           |              |

**3.2.1 TABLE SHOWING GENDER TEST STATISTICS OF U TEST**

| <b>Test Statistics</b>       |                         |                         |                           |                |
|------------------------------|-------------------------|-------------------------|---------------------------|----------------|
|                              | Communication frequency | Communication relevance | Recommendation likelihood | Account access |
| Mann-Whitney U               | 1225.500                | 1269.500                | 1189.500                  | 1214.000       |
| Wilcoxon W                   | 2656.500                | 2494.500                | 2620.500                  | 2645.000       |
| Z                            | -.519                   | -.204                   | -.759                     | -.586          |
| Asymp. Sig. (2-tailed)       | .603                    | .838                    | .448                      | .558           |
| a. Grouping Variable: Gender |                         |                         |                           |                |

**INFERENCE:**

The p value  $> 0.05$ , hence the null hypothesis is accepted. There is no significant difference between mean ranks of men and women with respect to Communication frequency.

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The p value  $> 0.05$ , hence the null hypothesis is accepted. There is no significant difference between mean ranks of men and women with respect to recommendation likelihood

The p value  $> 0.05$ , hence the null hypothesis is accepted. There is no significant difference between mean ranks of men and women with respect to Account access.

**8. FINDINGS**

- It shows that 48.5% of respondents are aged less than 25, followed by 20.8% aged 25-30, while 18.8% are aged 30-40 and 11.9% are aged above 40.
- This indicates that a significant majority of respondents, 51.5% are male, while only 48.5% are female
- This shows that 27.7% respondents are Bachelor's Degree followed by 53.5% are Master's Degree and only 18.8% are Ph.D.
- This Shows that 24.5% respondents are Intern followed by 27.7% are Consultant, 35.6% Assistant Manager and 11.9% are Senior Manager.
- It shows that the majority of respondents have 4-7 years of experience (35.6%), followed by those with less than 1 year (14.9%), 8-10 years (32.7%) and more than 10 years.(8.9%).
- It indicates that the majority of respondents are satisfied and neutral (28.7%) with the service followed by (18.8%) are Very satisfied, (21.8%) are dissatisfied and (3%) are Very Dissatisfied.
- The findings indicate that the majority of the respondents, 35.6% are involved in Social Media Engagement by 16.8% E-mail Marketing, 30.7% loyalty programs and 8.9% respondents are Phone support & In Person Service.
- The results shows that the majority of respondents, 45.5% are frequently supports about new products rarely followed by 25.7 are Occasionally, 2% of respondents they don't remember and 13.9% are Very Frequently and never.

**SUGGESTIONS**

- The gender distribution highlights a predominantly male workforce, with the majority in the age of less than 25
- Most Respondents have 4-7 years of experience, suggesting a relatively early-career demographic
- Customer Relationship Management levels are generally positive, with few respondents reporting dissatisfaction.

- While there is customer relationship with safety measures, some respondents feel neutral are dissatisfied with training and development opportunities.

## CONCLUSION

The findings from this study highlights the crucial role of customer relationship plays in the overall success of Royal Enfield motors showroom in Adyar, particularly given the unique challenges of the manufacturing sector. The analysis shows that while certain areas such as team communication and trust in leadership, are sources of strength, there are opportunities in areas like training, resource, and professional development.

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