

A Study on Customer Relationship Management Practices in Nippon India Mutual Fund, Tirupati

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Abstract:

Customer Relationship Management (CRM) plays an important role in building and maintaining strong relationships between organizations and customers. In the financial services sector, effective CRM practices help companies understand investor needs, improve service quality, and increase customer satisfaction. This study focuses on analyzing the CRM practices followed by Nippon India Mutual Fund in Tirupati and their impact on investor satisfaction and loyalty. The study is based on primary data collected from 154 respondents through a structured questionnaire. Secondary data was gathered from company reports, websites, and related journals. Percentage analysis was used to interpret the collected data. The findings indicate that most investors are satisfied with the services provided by the company and maintain regular interaction with relationship managers. Factors such as trust, communication, and quality of investment advice play a major role in influencing investor loyalty. The study concludes that effective CRM practices contribute to better investor engagement, satisfaction, and long-term relationships.

Keywords:

Customer Relationship Management (CRM), Investor Satisfaction, Mutual Funds, Relationship Manager, Customer Loyalty, Investment Services.

I. Introduction

Customer Relationship Management (CRM) has emerged as a vital strategy for organizations to develop and maintain strong relationships with their customers. In the modern business environment, organizations are not only focused on attracting new customers but also on retaining existing customers by delivering quality services and building trust. Effective CRM practices enable organizations to understand customer expectations, improve communication, and provide personalized services, which ultimately leads to higher customer satisfaction, customer loyalty, and long-term relationships. In the financial services

sector, especially in mutual fund companies, maintaining a strong relationship with investors is extremely important. Investors expect transparency, timely communication, and reliable financial guidance while making investment decisions. CRM systems help organizations maintain detailed customer information, track investor preferences, and provide appropriate financial advice through relationship managers and digital platforms. Continuous interaction with investors helps companies build trust, confidence, and strong investor relationships.

Nippon India Mutual Fund is one of the well-established asset management companies in India, offering a wide range of investment opportunities to investors. The company focuses on maintaining strong investor relationships through professional relationship managers, efficient customer service, and technology-based communication channels. These CRM practices help the organization enhance investor satisfaction, service quality, and long-term customer engagement.

The present study focuses on analyzing the effectiveness of CRM practices in Nippon India Mutual Fund and examining their impact on investor satisfaction, customer loyalty, and customer retention. By understanding the role of CRM in strengthening customer relationships, the study highlights how effective relationship management contributes to trust building, investor confidence, and sustainable growth in the financial services sector.

II. Review of Literature

Kotler and Keller (2016) stated that Customer Relationship Management (CRM) plays a significant role in developing long-term relationships between organizations and customers. According to their study, effective CRM strategies help organizations understand customer needs, improve service quality, and enhance customer satisfaction and loyalty. They emphasized that maintaining strong customer relationships is essential for achieving long-term business success.

Buttle (2015) explained that CRM integrates people, processes, and technology to manage customer interactions effectively. The study highlighted that organizations using CRM systems are able to collect and analyze customer information, which helps in providing personalized services and improving overall customer experience. Effective CRM practices also help organizations increase customer retention and build stronger relationships.

Peppers and Rogers (2011) emphasized the importance of customer-focused strategies in modern organizations. Their study highlighted that maintaining continuous communication with customers and understanding their preferences helps organizations deliver better services. In financial service institutions such as mutual fund companies, effective CRM practices help build trust, transparency, and long-term investor relationships.

OBJECTIVES OF THE STUDY

- To Analyse the effectiveness of CRM practices in Nippon India Asset Management Limited.
- To assess investor satisfaction with relationship managers.

- To identify key factors influencing investor loyalty and repeat investments.
- To evaluate the impact of CRM on customer retention and long-term relationships.
- To suggest measures to improve CRM for enhanced investor engagement.

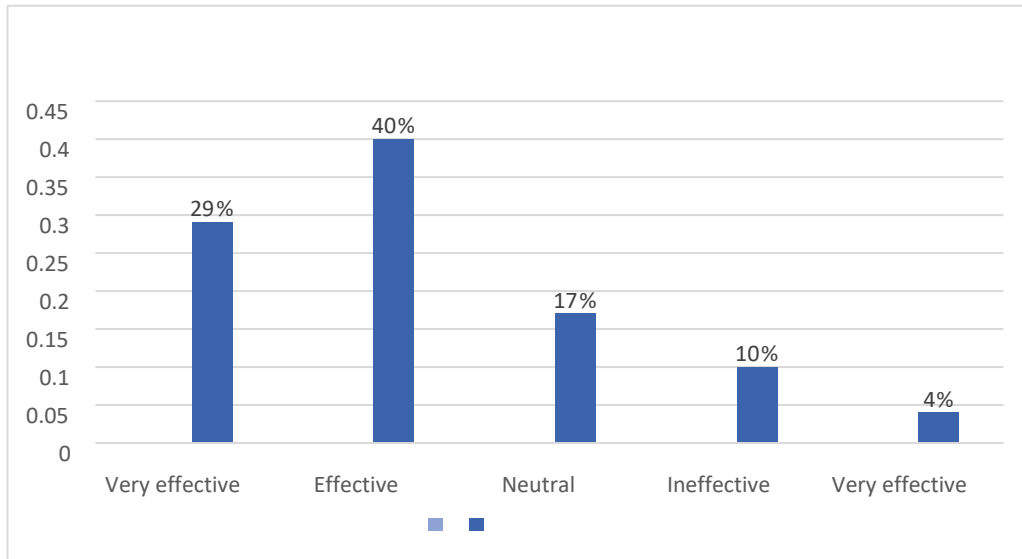
III. RESEARCH METHODOLOGY

For the present study, non-probability sampling technique is adopted. Specifically, the convenience sampling method is used to collect data from customers of Nippon Asset Management Company, based on their availability and willingness to respond. The sample size of the study consists of 154 respondents. Convenience sampling method was used to select respondents based on their availability. Descriptive research design was used to analyze customer opinions about CRM practices. Primary data was collected from respondents through a structured questionnaire. Secondary data was collected from websites, company reports, and journals. Percentage analysis method was used to analyze and interpret the collected data.

IV. DATA ANALYSIS AND INTERPRETATION

1. Effectiveness of CRM Practices

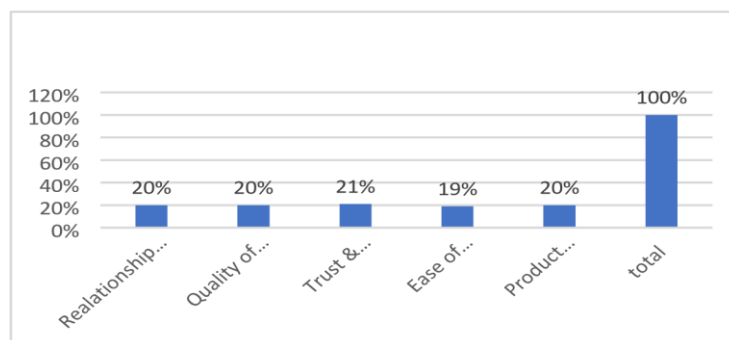
response	respondents	Percentage
Very effective	45	29%
Effective	62	40%
Neutral	26	17%
Ineffective	15	10%
Very ineffective	6	4%
total	154	100%



INTERPRETATION ;The graph shows that 40% of the respondents feel CRM practices are effective, while 29% feel they are very effective. Around 17% are neutral, 10% feel they are ineffective, and 4% feel they are very ineffective. This indicates that most respondents believe that CRM practices are effective in maintaining customer relationships.

2. Factors Influencing Investors to Stay with the Company

FACTORS	percentage	respondent
Relationship manager support	20%	31
Quality of investment	20%	31
Trust & credibility	21%	32
Ease of transactions	19%	29
Product offerings & returns	20%	31
total	100%	154

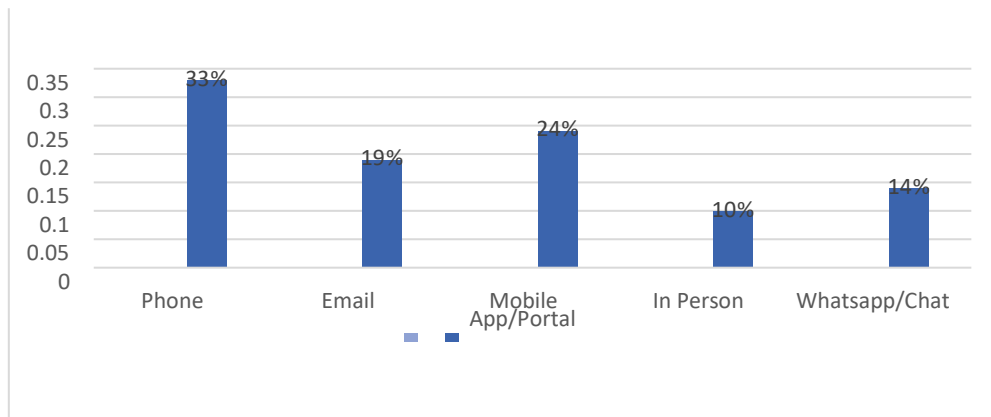


Interpretation:

The table shows that Trust & credibility (21%) has influencing on investors to stay with company, followed by Quality of investment, Product offerings, and Relationship manager support (20%). Ease of transactions (19%) has influence.

3.MODE OF COMMUNICATION

MODE	RESPONDENT	PERCENTAGE
Phone	51	33%
Email	29	19%
Mobile App/Portal	37	24%
In Person	15	10%
Whatsapp/Chat	22	14%
Total	154	100%

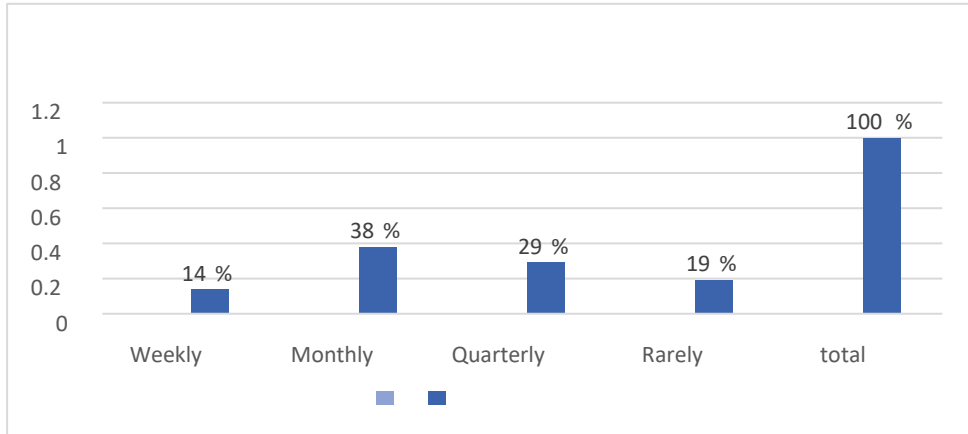


Interpretation:

The graph shows that 33% of respondents prefer phone communication, Around 24% prefer mobile app/portal, 19% prefer email, 14% prefer WhatsApp/chat, and 10% prefer in-person communication. This indicates that phone communication is the most preferred mode of communication.

4.INTERACTION WITH RELATIONSHIP MANAGER

Frequency	Respondents	percentage
Weekly	22	14%
Monthly	59	38%
Quarterly	45	29%
Rarely	29	19%
total	154	100%

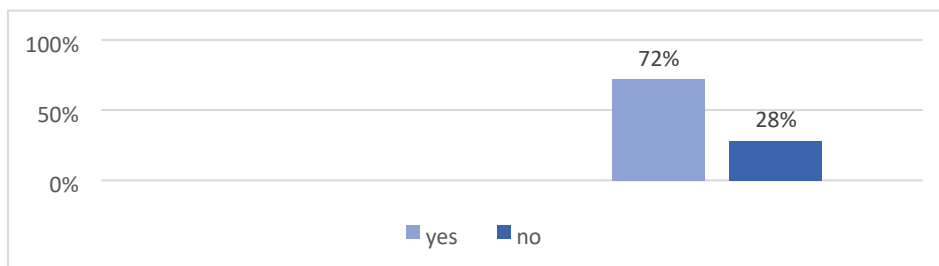


INTERPRETATION

The graph shows that 38% of the respondents interact monthly with their relationship manager, around 29% interact quarterly, 19% interact rarely, and 14% interact weekly. This indicates that most customers prefer monthly interaction with their relationship manager.

5.Respondents’ willingness to continue investment.

Response	respondents	percentage
yes	111	72%
no	43	28%
total	154	100%



INTERPRETATION

The graph shows that 72% of the respondents are willing to continue their investment, while 28% of the respondents are not willing to continue. This indicates that the majority of respondents are interested in continuing their investment with the company.

V. FINDINGS

- The study reveals that most respondents are aware of the CRM practices followed by the organization.
- A majority of respondents believe that the CRM practices are effective in maintaining strong customer relationships.

- Most respondents prefer phone communication as the main mode of communication with the company.
- The study indicates that many respondents interact with their relationship manager on a monthly basis.
- This study indicates that trust and quality service play an important role in increasing investor satisfaction.
- A majority of respondents expressed their willingness to continue their investment with the company

VI. SUGGESTIONS

- The organization should strengthen customer relationship management activities such as

regular communication, timely updates, and personalized investment guidance to build stronger relationships with investors.

- The organization should focus on delivering reliable and transparent services to improve investor trust and overall satisfaction.
- The company should implement investor retention strategies and awareness programs to encourage customers to continue their investments and strengthen long-term relationships.

VII. Conclusion

The study concludes that Customer Relationship Management (CRM) plays a significant role in maintaining strong relationships between mutual fund companies and their investors. In the mutual fund

industry, CRM is very important because investors require proper guidance, timely information, and continuous support while making investment decisions. The findings show that most respondents are satisfied with the services provided by the company and believe that CRM practices are effective in maintaining customer relationships. Regular communication, especially through phone calls, and monthly interaction with relationship managers help improve investor confidence and satisfaction. Effective CRM practices also encourage investors to continue their investments with the company and help the organization build long-term investor relationships.

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