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A Study on Customer Relationship Management in Bharathi Airtel Ltd, Tirupathi

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ABSTRACT: The main aim of Customer relationship management initiatives is to retain the right customers and a key determinant of customer retention is customer satisfaction. The objective is to ensure customers are satisfied to ensure their continued patronage. Customer Relationship Management (CRM) is not new to the word of business. It is a managerial philosophy that enables a firm to become thoroughly familiar with its customers. In this research I analysed Customer response rate towards marketing activities is also improving.

Keywords: Real time data processing ,customer segmentation

INTRODUCTION:

Customer Relationship Management is a business strategy that enables organizations to get closer with their customers, to better serve their needs improve customer service, enhance customer satisfaction and thereby maximize customer loyalty and retention

The objectives of a Customer relationship management strategy most consider a company's specific situation and its customers' needs and expectations. Information gained through CRM initiatives can support the development of marketing strategy by developing the organization's knowledge in areas such as identifying customer segments, improving customer retention, improving product offerings (by better understanding customer needs), and by identifying the organization's most profitable customers.

Managing the customer experience, maintaining a more reliable data base, improving service operations. Fostering customer loyalty, embracing the characteristics of high performance marketing and other related subjects.

II. REVIEW OF LITERATURE:

Kumar & Shah (2020):Explore how Airtel uses customer data to design tailored service packages, loyalty programs, and promotional offers based on customer usage and preferences

Chaudhury&Soni(2019):
Examine Airtel's customer relationship management implementation and discuss how the company uses customer data to offer customized plans and promotions based on individual preferences and usage patterns

Gupta & Verma (2018) : Highlight hat Airtel employs an advanced CRM platform integrated with artificial intelligence (AI) and machine learning (ML) to analyze customer behavior and provide real-time solutions

Objectives of the study:

- To know the customer relationship management and find the ways to develop better elationship with the customers.
- To improve customer retention.
- Asses customer satisfaction and overall experience with airtel products and services.
- Identify area for improvement based on customer feedback.

Need for the study:

Customer relationship management allows a company to know who its customer is and what his/her specific requirements are more precise, CRM solutions collect information about customers and evaluate that information to profit of the organization

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Scope of the study:

Customer relationship management, is concerned with t he development and maintenance of mutually beneficial relationships with strategically significant partners. Its focus on creation of long-term value, and not just short-term profits, for the company and all works with. The scope of CRM can be defined according to its constituencies, how long-term value can be created for and with them and the benefits of doing so.

Research methodology:

Research Design: Descriptive research design

Data collection Methods:

The data can be collected through two sources. They are as follows :

- Primary data
- Secondary data

Primary data : Surveys ,questionnaires, Experiments

Secondary data : Old Books, Journals, Online database.

Sample Size : 100 customers

Sampling Method : Convenience sampling method

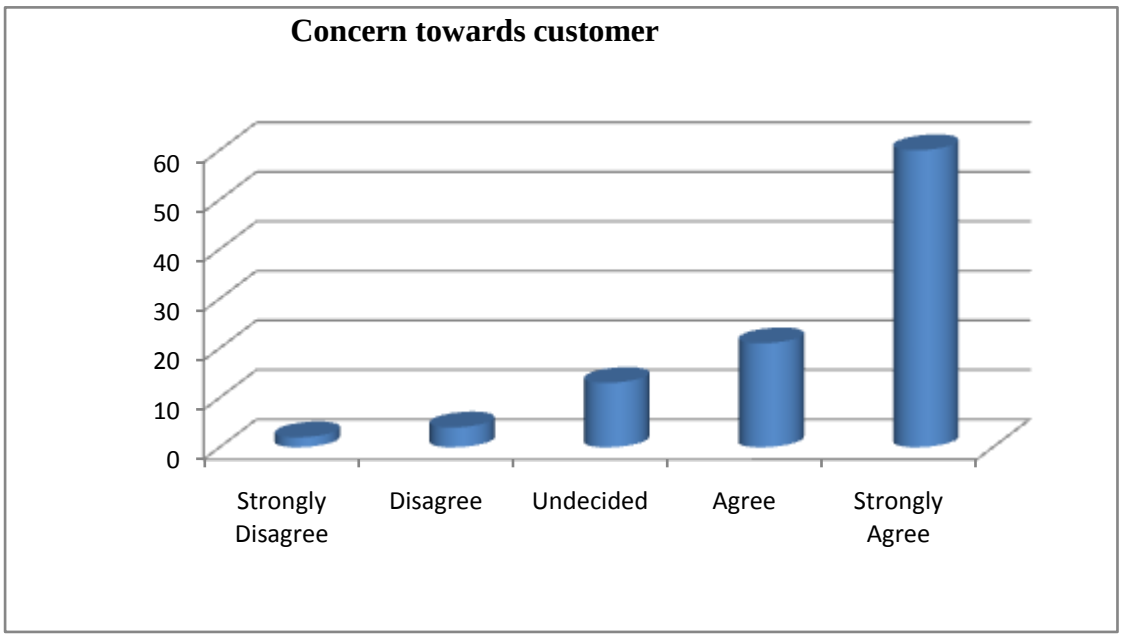
Limitations Of The Study:

- The study is restricted only to AIRTEL, Nellore respondents. The view of their other areas is not taken.
- Respondents concentrated where the customers of AIRTEL only.
- Time period of the study is limited.
- The study is restricted only to a sample size of 100 customers to know the relationship management of AIRTEL with customers.

III. DATA ANALYSIS & INTERPRETATION:

- Refers about company shows concern towards customer problem.

Particulars	Frequency	Percentage
Strongly Disagree	2	2%
Disagree	4	4%
Undecided	13	13%
Agree	21	21%
Strongly Agree	60	60%
Total	100	100%



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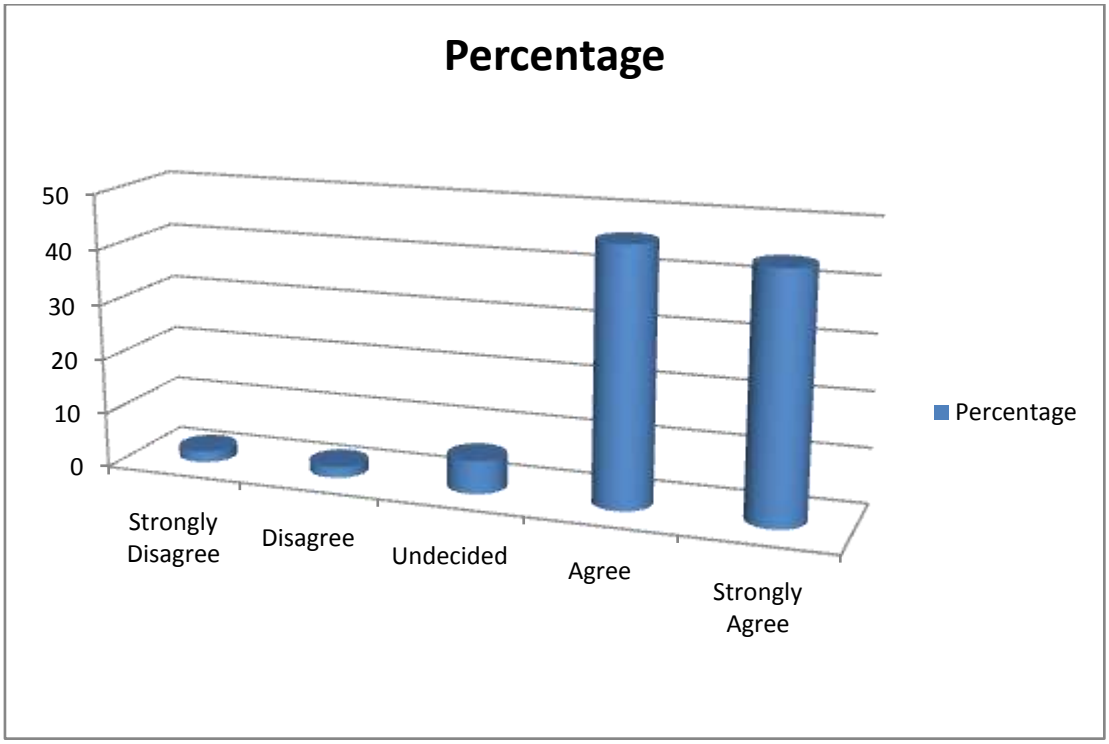
Interpretation: A significant majority (81%) of respondents agree or strongly agree that the company shows concern toward customer problems. This reflects a positive perception of the company's customer care, with only 6% expressing disagreement..

- **Refers about company focuses to meet customer's expectation.**

particulars	Frequency	Percentage
Strongly Disagree	3	3%
Disagree	2	2%
Undecided	6	6%
Agree	46	46%
Strongly Agree	43	43%
Total	100	100%



Interpretation: An overwhelming 89% of respondents agree or strongly agree the company focuses on meeting customer expectations. This suggests that the company is largely perceived as customer-oriented and committed to fulfilling client needs.

- **Refers about company service performance is satisfactory**.

particulars	Frequency	Percentage
Strongly Disagree	0	0
Disagree	0	0
Undecided	16	16%
Agree	31	31%

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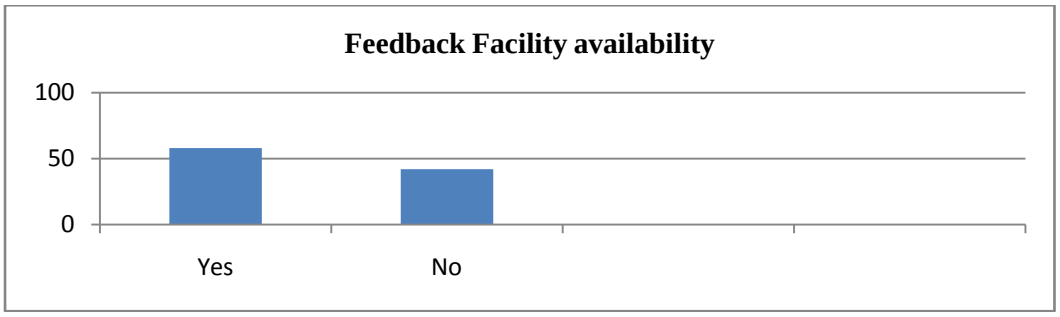
Strongly Agree	53	53%
Total	100	100%

Interpretation: A combined 84% of respondents agree or strongly agree that the company's service performance is satisfactory, indicating a high level of customer satisfaction. NOTABLY, there is no negative feedback, and only 16% remain undecided.

- **Refers about the feedback system availability in the company.**

Particulars	Frequency	Percentage
Yes	58	58%
No	42	42%
Total	100	100%



Interpretation: A moderate 58% of respondents reported the availability of a feedback system in the company, while 42% indicated its absence. This suggests the company has room to improve its feedback mechanisms to ensure broader accessibility and engagement.

Findings:

- 81% of the respondents strongly agree & Agree that company shows concern towards customer problems.
- 89% of the respondents strongly agree & Agree that company focuses on meeting customer expectations.
- 84% of the respondents strongly agree & Agree that company service performance is satisfactory.
- 42% of the people don't know about the feedback system of the company.

Suggestions:

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- Company has to create more awareness about feedback system.
- Majority ofcustomers feel airtel shows genuine concern for their problems.which should be maintained and promoted
- Need to identify and address specific gaps in expectation management
- By identifying and addressing their targeted feedback initiatives about company service performance

IV. 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.CRM has a certain impact on the profitability of the company. Average sale per customer has increased 15% over the last two years. Customer response rate towards marketing activities is also improving.

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