A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT OF CALL TAXI ORGANIZATIONS IN CHENNAI

1Geeta Kesavaraj, Assistant Professor, MBA Department, Sree Sastha Institute of Engineering and Technology, Chembarambakkam, Chennai - 600 123.

ABSTRACT

As global competition grows, communication and technology channels open up new markets, and products and services are translated into a wide array of choices for our audiences, companies must work harder than ever to gain and keep customers at a competitive cost. In this new age, companies must focus their strategy, energy, processes and budgets to improve their knowledge and commitment to customers. It is imperative that companies make it their priority to use innovative Customer Relationship Management methodologies and to know how to implement customer-centric strategies, together with the use of adequate technologies to aid in this process.

Keywords: Customer relationship management, commitment, customer-centric strategies etc.

1. BACKGROUND

The essence of the information technology revolution and, in particular, the World Wide Web is the opportunity to build better relationships with customers than has been previously possible in the offline world. By combining the abilities to respond directly to customer requests and to provide the customer with a highly interactive, customized experience, companies have a greater ability today to establish, nurture, and sustain long-term customer relationships than ever before. The ultimate goal is to transform these relationships into greater profitability by increasing repeat purchase rates and reducing customer acquisition costs.

2.1 REVIEW OF LITERATURE

Gronroos (1990), Gummesson (1987), and Levitt (1981). Although each of them is espousing the value of interactions in marketing and its consequent impact on customer relationships, Gronroos and Gummesson take a broader perspective and advocate that customer relationships ought to be the focus and dominant paradigm of marketing.

For Gronroos (1990) states: —Marketing is to establish, maintain and enhance relationships with customers and other partners, at a profit, so that the objectives of the parties involved are met. This is achieved by a mutual exchange and fulfillment of promises.

Bickert, 1992 Another narrow, yet relevant, viewpoint is to consider CRM only as customer
retention in which a variety of after marketing tactics is used for customer bonding or staying in touch after the sale is made. Peppers and Rogers, 1993 Thus, Shani and Chalasani 1992 define relationship marketing as —an integrated effort to identify, maintain, and build up a network with individual consumers and to continuously strengthen the network for the mutual benefit of both sides, through interactive, individualized and value-added contacts over a long period of time”. customers so that a company better utilize its resources on those customers it can serve better and create mutual value. According to David L. Kurtz 2003 the purpose of relationship marketing is to build long-term connections between the company and its customers and to develop brand and firm loyalty. Relationship marketing works well for services where transactions tend to be continuous and switching costs for customers are high. Firms operating in the customization and functional service quality sector do well with relationship marketing programs. The long-term goal of relationship marketing is to build brand loyalty. Personal interaction with service personnel is critical in the development of the long-term relationship.

2.2 OBJECTIVES OF THE STUDY:
- To study the customer relationship management of various call taxi organizations.
- To determine the current practice of CRM.
- To find out the impact of CRM on the profitability of the various call taxi organizations.
- To study the factors affecting the CRM practices.
- To study the role of information technology in CRM.

3. METHODOLOGY

1) Research Design: Descriptive Research

2) Sample Design:
   a) Population: Unknown
   b) Population Frame: Customers of various call taxi organizations.
   c) Method: Stratified Sampling
   d) Sample size: 161

3) Data Collection Design:
   a) Data Collection Method:
      1) Primary data: Primary data are first-hand information collected through various methods such as observation, interviewing, mailing etc. during the project
      2) Secondary data: This is collected through book periodical, bibliographies and annual reports.
   b) Data Collection Instrument: For data collection instrument structured questionnaire was used. They consist of open ended questions and close ended question.
4.1 ANALYSIS AND INTERPRETATION

4.1.1 Chi-Square

Gender wise classification vs. user friendly in customer relationship

**Null Hypothesis: (H₀):** There is no association between the gender wise classification and user friendly in customer relationship.

**Alternative Hypothesis: (H₁):** There is association between the gender wise classification and user friendly in customer relationship.

**Observed frequency:**

<table>
<thead>
<tr>
<th>PARTICULARS</th>
<th>RESPONSE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>Gender wise classification</td>
<td>91</td>
<td>59</td>
</tr>
<tr>
<td>User friendly in customer relationship</td>
<td>123</td>
<td>27</td>
</tr>
<tr>
<td>TOTAL</td>
<td>214</td>
<td>86</td>
</tr>
</tbody>
</table>

**Chi-Square Tests**

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>32.061</td>
<td>12</td>
<td>.001</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>32.414</td>
<td>12</td>
<td>.001</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>20.950</td>
<td>1</td>
<td>.000</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>161</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .11.

**Interpretation:** Since the significance (p) value being 0.001 it is lesser than 0.01. Hence the null hypothesis is rejected at 1% level of significance.

**INFERENCE:** There is association between the gender wise classification and user friendly in customer relationship.
4.1.2 ANALYSIS USING KARL PEARSON’S CORRELATION

Levels of satisfactory towards the opinion about the call taxi services and feel about the online services

Null hypothesis (Ho): There is no correlation significance level of satisfactory towards the opinion about the fast track services and feel about the online services.

Alternate hypothesis (H1): There is correlation significance level of satisfactory towards the opinion about the fast track services and feel about the online services.

<table>
<thead>
<tr>
<th>Factors</th>
<th>Opinion (x)</th>
<th>Feel (y)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly satisfied</td>
<td>93</td>
<td>45</td>
</tr>
<tr>
<td>Satisfied</td>
<td>29</td>
<td>36</td>
</tr>
<tr>
<td>Neutral</td>
<td>17</td>
<td>15</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>8</td>
<td>46</td>
</tr>
<tr>
<td>Highly Dissatisfied</td>
<td>3</td>
<td>8</td>
</tr>
</tbody>
</table>

Correlations

<table>
<thead>
<tr>
<th></th>
<th>X23</th>
<th>X21</th>
</tr>
</thead>
<tbody>
<tr>
<td>X23</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
<td>.141</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.076</td>
</tr>
<tr>
<td>N</td>
<td>161</td>
<td>160</td>
</tr>
<tr>
<td>X21</td>
<td></td>
<td></td>
</tr>
<tr>
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<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.076</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>160</td>
<td>160</td>
</tr>
</tbody>
</table>

Interpretation: Since the significance (p) value being 0.076, it is greater than 0.05. Hence the null hypothesis (H0) is accepted.
INFERENGE: There is correlation significance level of satisfactory towards the opinion about the fast track services and feel about the online services.

4.1.3 ONE WAY ANOVA

Organization has secured checkout services for the customers vs. Rate the benefits and importance provided for the customers

Null Hypothesis (Ho): There is no significance difference organization has secured checkout services for the customers and rate the benefits and importance for the customers.

Alternate Hypothesis (H1): There is significance difference organization has secured checkout services for the customers and rate the benefits and importance for the customers.

ANOVA

<table>
<thead>
<tr>
<th></th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>9.704</td>
<td>4</td>
<td>2.426</td>
<td>2.572</td>
<td>.040</td>
</tr>
<tr>
<td>Within Groups</td>
<td>146.196</td>
<td>155</td>
<td>.943</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>155.900</td>
<td>159</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Interpretation: Since significance value being 0.040, it is greater than 0.05, hence the null hypothesis is accepted.

Inference: There is no significance difference organization has secured checkout services for the customers and rate the benefits and importance for the customers.

5.1 FINDINGS

- It is found that, 69.56% respondents are male and remaining respondents are female customers.
- It was found that 63.35% respondents are married and remaining are unmarried.
- 56.52% of the respondents are strongly agree to customer relationships as a major goal of my organization.
- The company would take necessary steps to improve its image among public by creating awareness of insurance, by developing suitable products for various segment of market.
- About 90.66% of respondents are always felt that employees are willing to help customers in a responsive manner.
- It was found that, 47.2% of the respondents belong to highly satisfied with the employees of the organization since they are friendly and helpful with them.
About 53.41% of respondents are strongly agree that organizations have secured checkout services for the customers.
About 49.06% of the respondents are strongly agree with the information systems designed to give them complete data about all aspects.
About 56.52% of respondents are strongly agree to customer relationships as a major goal of their organization.
About 66.45% of the respondents felt that call taxi organizations always maintains a comprehensive database of their customers.
About 84.47% of the respondents felt that organization provides long lifetime value to its customers.
Majority of the respondents never had bad experience while interacting with the service employees.
Majority of the respondents are satisfied with the qualities of care and friendliness.
About 72.67% of the respondents regularly use call taxi service.
About 82.6% of the respondents like the mechanism for managing, scheduling and maintenance in call taxi organization.
About 40.99% of the respondents felt that the benefits and importance provided for the customers were excellent.
Majority of the respondents felt that the online services of call taxi organizations are excellent.

5.2 SUGGESTIONS

- It was suggested that there should provide a fast mechanism for handling problems and complaints that are resolved quickly which can increase customer satisfaction as well as customer retention.
- It was suggested to know that advance technologies for maintaining relationship with customers.
- It was suggested to maintain the timing and improve the technologies of fast track services.
- It was suggested to improve the communication system and performance to improve the CRM process.

5.3 CONCLUSION

The study has concentrated on CRM only for studying the behaviour of customers and their retention towards various call taxi organizations. From this study it was found that the organizations should improve the online services and benefits provided for customers and encourage two way communications with customers.

SELECT REFERENCES


