

## A STUDY ON CUSTOMER SATISFACTION THROUGH RELATIONSHIP MANAGEMENT

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### ABSTRACT

*A CRM system consists of a historical view and analysis of all the acquired or to be acquired customers. This helps in reduced searching and correlating customers and to foresee customer needs effectively and increase business. It contains each and every bit of details of a customer, hence it is very easy for track a customer accordingly and can be used to determine which customer can be profitable and which not. In CRM system, customers are grouped according to different aspects according to the type of business they do or according to physical location and are allocated to different customer managers often called as account managers. This helps in focusing and concentrating on each and every customer separately. If the customer is satisfied they will always be loyal to you and will remain in business forever resulting in increasing customer base and ultimately enhancing net growth of business.*

**KEYWORDS:** *Correlating Customers, Increasing Customer, Growth of Business.*

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### INTRODUCTION

A CRM system is not only used to deal with the existing customers but is also useful in acquiring new customers. The process first starts with identifying a customer and maintaining all the corresponding details into the CRM system which is also called an 'Opportunity of Business'. The Sales and Field representatives then try getting business out of these customers by sophisticatedly following up with them and converting them into a winning deal. All this is very easily and efficiently done by an integrated CRM system. The strongest aspect of Customer Relationship Management is that it is very cost-effective. The advantage of decently implemented CRM system is that there is very less need of paper and manual work which requires lesser staff to manage and lesser resources to deal with. The technologies used in implementing a CRM system are also very cheap and smooth as compared to the traditional way of business.

This reduces the process time and increases productivity. Efficiently dealing with all the customers and providing them what they actually need increases the customer satisfaction. This increases the chance of getting more business which ultimately enhances turnover and profit.

### NEED FOR THE STUDY

- To understand the customer expectations.

- To improve the overall customer satisfaction.
- To improve the business relationship.

### **SCOPE OF THE STUDY**

The service industry forms a backbone of social and economic development of a region. It has emerged as the largest and fastest-growing sectors in the world economy, making higher contributions to the global output and employment. Its growth rate has been higher than that of agriculture and manufacturing sectors. It covers a wide range of activities, such as trading, transportation and communication, financial, real estate and business services, as well as community, social and personal services.

The service sector is receiving much deserved attention resulting from its inevitable role in a country's economic development. It is mainly focusing on developing inbound relationship with customer, which helps in terms of retaining the customer because service is an "intangible good" which include attention advice, experience and discussion.

### **RESEARCH OBJECTIVES**

To Study the Customer Satisfaction through Relationship Management of Binsoft Techno Solutions in Chennai

### **SECONDARY OBJECTIVES**

- To compare the expectations of the customers of Binsoft Techno Solutions with the actual services delivered by the company.
- To determine the customers' satisfaction on Binsoft Techno Solutions services and their intention towards availing of Binsoft Techno Solutions services in future.

### **RESEARCH METHODOLOGY**

#### **RESEARCH DESIGN**

A research design is the arrangement of conditions for the collection and analysis of data in a manner that aims to combine relevance to the research purpose.

#### **RESEARCH STUDY**

Descriptive type of research has been adopted for this research and description of a phenomenon or characteristics associated with the population are also dealt with.

#### **SAMPLE SIZE**

The sample method is used for the research is a Judgmental sampling method.

Universe Size is **330**

Sample Size is **100**

#### **RESEARCH INSTRUMENT**

The researcher constructed a structured questionnaire for data collection.

**METHOD OF COLLECTION OF DATA**

- **Primary Data**

Primary data is collected through Questionnaire.

- **Secondary Data**

Considerable data has also been taped from previous research papers, articles and newspapers were also referred.

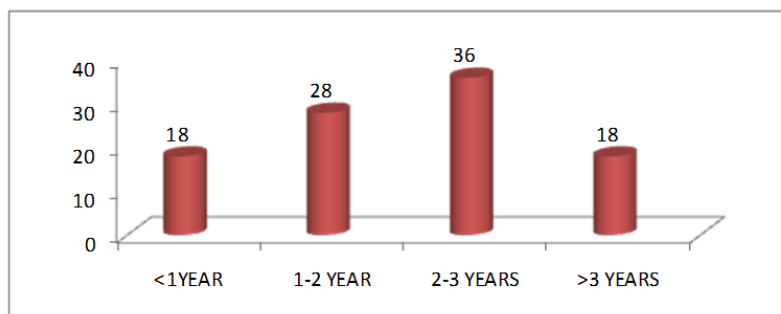
**LIMITATIONS OF THE STUDY**

- Time is one major constraint, which limits the effective data collection.
- Non-availability of data collection from customers of Binsoft Techno Solutions that is resident of foreign countries.
- Customers of Binsoft Techno Solutions who are clients were only been asked to fill the questionnaire.
- Reliability and accuracy of the analysis depends on the respondents’ openness and trueness towards each question in the questionnaire.
- This research outcome may not be suitable for any other IT service sector.

**DATA ANALYSIS AND INTERPRETATIONS**

**Table 1: Showing the Association of Customers with Binsoft Techno Solutions International**

Years	Respondents	Percent
<1 year	18	18
1-2 years	28	28
2-3 years	36	36
>3years	18	18
<b>Total</b>	<b>100</b>	<b>100.0</b>



**Figure 1**

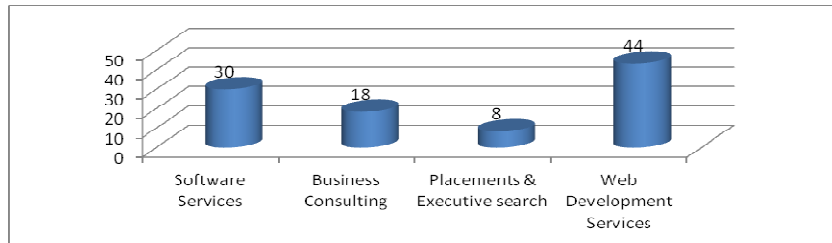
**INFERENCE**

The above chart shows that 36% of customers are availing services from SquaresoftTechnologiesfor more than 2 years to less than 3 years, 28% are availing services forabout1-2 years, 18% are availing services from Binsoft Techno

Solutionsforabout2-3 yearsand 18% are availing services from more than3 years. Hence, the service lag has been there that has to be improved with customers of Binsoft Techno Solutions.

**Table 2: Showing the Kind of Services that Customers are Availing from Binsoft Techno Solutions**

Services Aailed	Respondents	Percent
Software Services	30	30
Business Consulting	18	18
Placements & Executive search	8	8
Web Development Services	44	44
<b>Total</b>	<b>100</b>	<b>100.0</b>



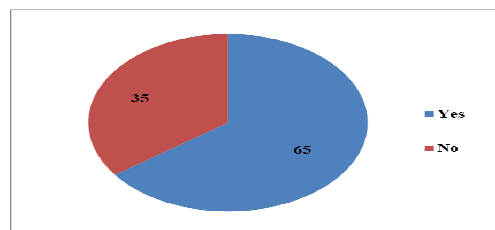
**Figure 2**

**INFERENCE**

The above chart shows that 44% of the customers are availing Web Development Services, 30% of the customers are availing Software services, 18% of the customers are availing employee Business Consulting services, and 8% of the customers are availing Placements & Executive researchfrom Binsoft Techno Solutions. Hence, Placement and Executive research avenues are to be improved to higher level such that it can also facilitate CRM.

**Table 3: Showing the Customers Who had Availed the Same Services from other Companies**

Particular	Respondents	Percent
Yes	65	65.0
No	35	35.0
Total	100	100.0



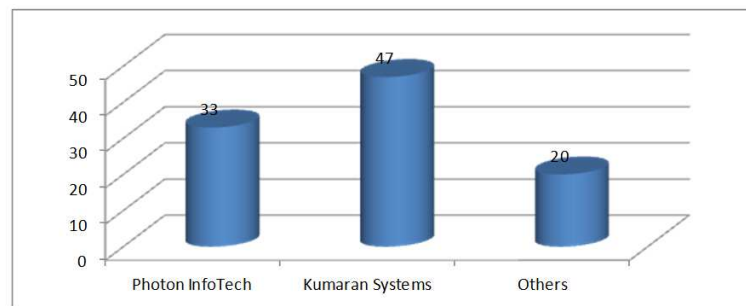
**Figure 3**

**INFERENCE**

The above chart shows that 65% of the customers have availed the services from other companies and 35% of the customers have not availed the services from any other companies and be loyal to Binsoft Techno Solutions. Hence, the majority of 65% has to be tapped back to Binsoft Techno Solutions services by improving the CRM mechanism.

**Table 4: Showing the Companies from Which Customers have Availed the Same Services**

Particular	Respondents	Percent
Photon InfoTech	33	33
Kumaran Systems	47	47
Others	20	20
Total	100	100



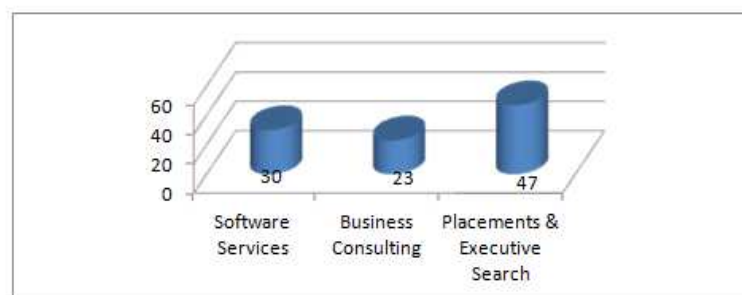
**Figure 4**

**INFERENCE**

The above chart shows that 47% of the customers have availed the services from Kumaran Systems, 33% have availed services from Photon InfoTech and 20% have availed the services from other companies.

**Table 5: Showing the Kind of Services Customers had Availed from Other Companies**

Particular	Respondents	Percent
Software Services	30	30
Business Consulting	23	23
Placements & Executive Search	47	47
Total	100	100



**Figure 5**

## INFERENCE

The above chart shows that 47% of the customers have availed Placement & Executive search services, 30% of the customers have availed Software Services and 23% of the customers have availed business consulting services from other companies.

## FINDINGS

- 43% of customers availed Web Development Services from BINSOFT TECHNO SOLUTIONS and only 8% have approached for Placement and Executive search.
- In case of personnel, customized solutions and communication other companies were found to be outstanding than BINSOFT TECHNO SOLUTIONS.
- Majority of the customers considered promptness, personnel, communication, price, post service delivery as most important attributes in the level of service.

## SUGGESTIONS

- The company can change its communication method i.e. they can communicate to the customers on daily basis to avoid the gap on product development.
- The company can increase its skill of members in order to deliver its services effectively.
- The company needs to educate the customers on their services related to Placement and Executive Search and its relevance to the customers.
- The company needs to scan the environment using ETOP and offer additional sub categories of services in each service assignment matching to the competitors offerings.

## CONCLUSIONS

- The response levels of Binsoft Techno Solutions customers were good and the problems were rectified with least MTBF support system.
- The overall services provided by Binsoft Techno Solutions were good.
- The customers' expectations are yet to be met by Binsoft Techno Solutions to provide customized products. This can be achieved only through effective R&D Plant.

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