

Employee Awareness Regarding Factors Affecting on Consumer Behavior as a part of Customer Relationship Management in Car Service Industry with Reference to Car Dealers in Satara City

*** Mr. Swapnil Phadatare**
**** Prof. Dr. Omprakash Haldar**

* Assistant Professor, KBPIMSR, Varye, Satara
** Professor, DYPSOM, Lohgoan, Pune

Abstract:

In a modern era it will be a challenge to every car dealer and car manufacturing industries also to sustain and maintain loyal customers for long term. The expectations of the customers are not only up to the purchase of the car, it continues in after sales service. If we see in detail we will find out the general expectation of every customer include being reminded for periodical service, pick up and drop, nominal charges, etc. it indicates us that for retaining customer, it would be necessary to fulfill his maximum expectations. In this article, we find the awareness of employees regarding these factors, and its improvement. As with the highest expectation from the customers about the product value and quality, the customers' expectation from dealers has increased in terms of service facilities and infrastructure. A dealer has to continuously raise his standards for customer satisfaction.

The companies have changed themselves as customer-centric company. In other words, the present requirement for success in the business is attributed firstly, to build the deep relationship with the customer and secondly, by winning the buyers' confidence on the company rather than concentrating only on the sale of the products. Therefore, we find here customer retention is the main weapon for the success in the business. Taking care of customers requirement and inform them time to time about the progress are basic standards now. Researching on new innovative ideas like facilitating customers with a customer lounge and providing express service for all jobs including body works enables the right connect with the customer.

Keywords: CRM, Customer and employee, after sales service, customer satisfaction

Introduction:

As we all know 'customer is the king of market' and he define the product as he want; especially in service industry. Every automobile sector need to keen observation about their customer's requirement and their behavior when they select any particular. Many companies invest a great deal of money in building close relationship with profitable customers their efforts are often unsuccessful because they fail to incorporate two important tools. The first tool is a method for setting relationship objectives and measuring the firm progress towards achieving them; the second is a strategic, integrated plan for managing customer relationship.

Employees of the organization are plays the main important role to maintain a good relationship with customers. Actually the sales and after sales service both are the part of customer relationship management. The more potential customers for new sale we found from the existing customers those who satisfied on services and so it confined that the existing customers plays the most important role in gaining the trust of the customers about the services. Instead of measuring the customer relationship, many companies focus on researching customer satisfaction and that only possible to find out by the employees of the organization those who directly involved in providing services to customers. Companies have to consider customer behavior and profitability in order to successfully manage individual customer relationship.

Employee knowledge regarding the customer relationship management and its better implementing affect on their performance as well as customer satisfaction. Our main purpose is to find out how much your employees are aware about customer relationship management impact on business and increase the awareness of importance of relationship management among employees those rarely interacting with customers. How the employees aware about customer relationship management and its implementation? How to treat customers? What factor mostly affect on customer next purchase decision? Is it really customer relationship management affect on customer purchase decision? Is it helpful to gain a new potential customer by maintaining better relationship with existing customer?

In the survey we take the six dealers those who are existed in Satara city from different manufacturers. Such as DSK Toyota, Pandit Automotive Pvt. Ltd., HEM AGENCIES. Chougule Industries Ltd., KANASE Auto wheels Pvt. Ltd. and Mahindra and Mahindra.

In research, we tried to find out the awareness among employees regarding Customer Relationship Management and its impact on organizational sale. As the stiff competition among the automobile dealers, it's essential to make a direct contact with the individual customer to make them loyal and to survive into market for long term.

CRM training also plays an important role in managing a good relationship with customer. As in the recent era customers, more concentrate on services provided by the organization. The overall satisfaction of the customer is totally depending on how the employees treat them regarding the services provided by the employees after the sale of product. As the satisfaction is not only the result of product satisfaction, its maintenance also.

Objectives of the Study:

- To study the customer relationship management
- To study the employee awareness regarding Customer relationship management
- To study the impact of CRM on customer and its awareness among employees

Research Methodology:

The research is in Descriptive in nature. It involves study of problems related to CRM in automobile industry or sample based on questionnaire to find out intended problems and their solutions.

Sampling Units:

The researcher has selected only 6 four wheeler dealers out of 14 from Satara city on the basis of their overall experience, reputation, goodwill as well turnover of concern dealer in market of Satara city itself. Selected dealers are DSK TOYOTA, PANDIT AUTO, HEM AGENCIES, KANASE HYUNDAI, CHOUGULE INDUSTRIES and MAHINDRA AND MAHINDRA.

Sample size:

For present research survey researcher has selected 20 employees from each through Random Sampling Method. So the total sample size is 120.

Process of attaining customer at the time of providing vehicle service-

Customer to be attended within 5 minutes after entering the Workshop

- Opening the Job card with the help of Job slip and explain very clearly to the customer regarding demanded jobs and the cost estimate before commencing the work. The road test to be taken for identifying any addition repairs. For additional job specific approval will be taken. The copy of the job card to be provided to the customer.

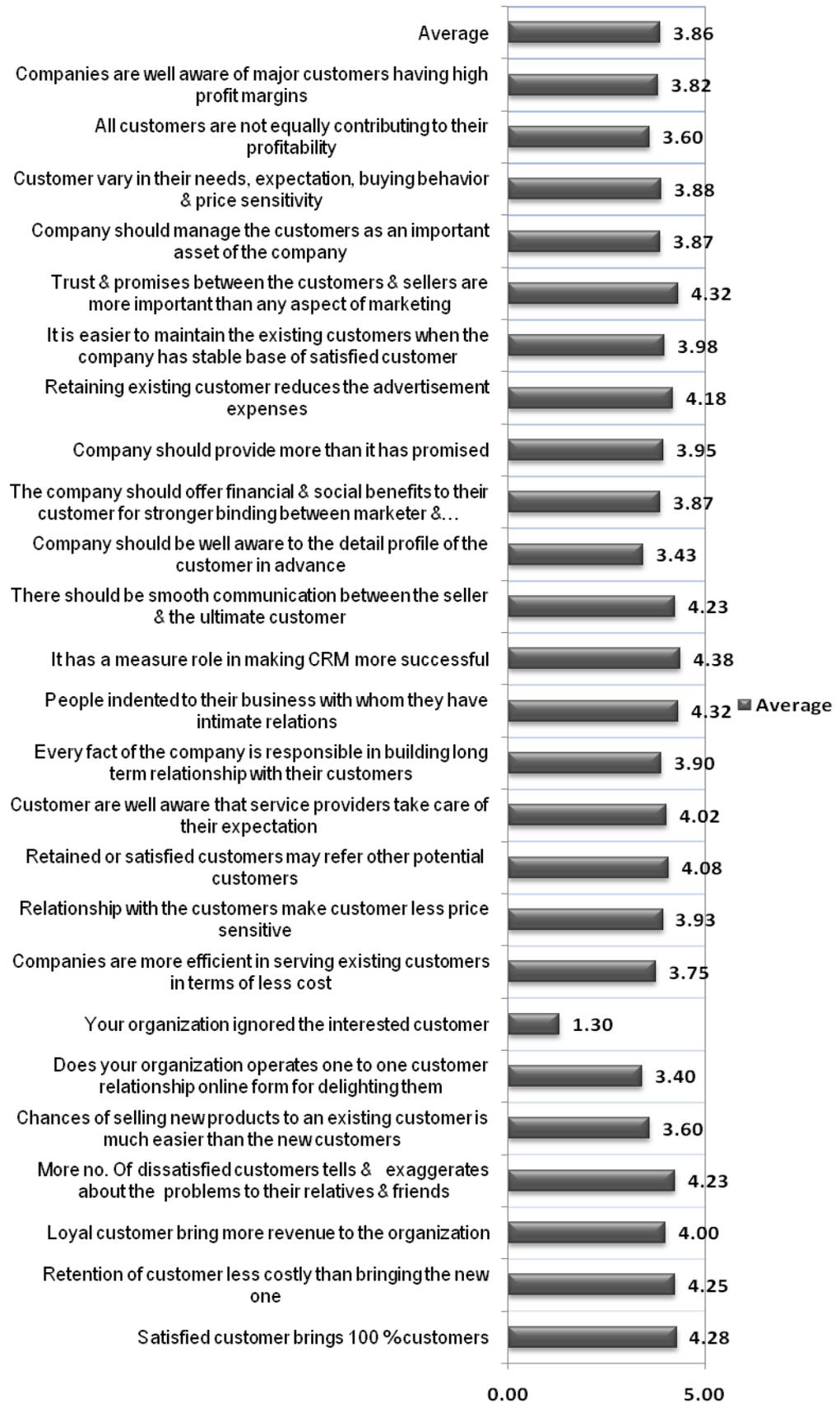
- The vehicle will be handed over to the shop floor, the service advisor and supervisor will allocate vehicle to mechanic and follow up the vehicle repair status with vehicle tracking sheet to complete the work before the promised time.
- Critical & Non-available parts required for workshop for that day is monitored separately by Spares Manager & Works Manager and arranged immediately.
- After completing all the Jobs, as per the specification of MSIL the final inspection will be done to reconfirm the completion of repairs. If any work is incomplete the vehicle will be rejected and sent to the concerned for re-work. Only after completion of the works demanded by the customer, the vehicle will be passed through Final Inspection.
- Final rejection analysis done reason to each case & technician wise, accordingly counter measure are taken.
- The vehicle ready status will be informed over phone or through SMS.
- The customer is explained properly about the charges and the jobs carried out at the time of delivery with the Performa Invoice and original invoice after his acceptance.
- If setting vehicle seat position, reclining of the seat, inside & outside view mirror is changed and it is not brought to the original position, the same should be communicated to the customer.

Table - Employee Awareness regarding factors affecting on consumer behavior

FACTORS	DSK	PANDIT	HEM	KANASE	CHOUGULE	M&M	AVG	(Mean) Rank
Satisfied customer brings 100 % customers	4.4	4.3	4.2	4.1	4.3	4.4	4.28	3
Retention of customer less costly than bringing the new one	4.2	4.4	4.3	4.2	4.1	4.3	4.25	4
Loyal customer bring more revenue to the organization	4.1	4.4	4.2	3.6	3.6	4.1	4.00	9
More no. Of dissatisfied customers tells & exaggerates about the problems to their relatives & friends	4.1	4.3	3.9	4.4	4.4	4.3	4.23	5
Chances of selling new products to an existing customer is much easier than the new customers	3.6	3.5	3.5	3.7	3.5	3.8	3.60	18
Does your organization operates one to one customer relationship online form for delighting them	3.4	3.3	3.3	3.5	3.4	3.5	3.40	20
Your organization ignored the interested customer	1.4	1.2	1.2	1.3	1.4	1.3	1.30	21
Companies are more efficient in serving existing customers in terms of less cost	3.8	3.9	3.6	3.9	3.6	3.7	3.75	17
Relationship with the customers make customer less price sensitive	3.6	4.3	4.2	3.7	4	3.8	3.93	12
Retained or satisfied customers may refer other potential customers	4.4	3.8	4.1	3.8	4.3	4.1	4.08	7
Customer are well aware that service providers take care of their expectation	4.2	4	4	3.8	4	4.1	4.02	8
Every fact of the company is responsible in building long term relationship with their customers	3.7	4.3	4.4	3.8	3.6	3.6	3.90	13
People indented to their business with whom they have intimate relations	4.2	4.4	4.3	4.5	4.3	4.2	4.32	2
It has a measure role in making CRM more successful	4.2	4.4	4.4	4.2	4.6	4.5	4.38	1
There should be smooth communication between the seller & the ultimate customer	4.5	4.2	3.9	4.3	4.4	4.1	4.23	5

Company should be well aware to the detail profile of the customer in advance	3.4	3.3	3.4	3.5	3.3	3.7	3.43	19
The company should offer financial & social benefits to their customer for stronger binding between marketer & customer	3.9	3.9	3.8	3.9	3.7	4	3.87	15
Company should provide more than it has promised	4.4	4.2	4	3.6	3.8	3.7	3.95	11
Retaining existing customer reduces the advertisement expenses	4.5	4	4.1	4	4.2	4.3	4.18	6
It is easier to maintain the existing customers when the company has stable base of satisfied customer	4.3	3.7	3.9	4.1	3.8	4.1	3.98	10
Trust & promises between the customers & sellers are more important than any aspect of marketing	4.5	4.4	4.2	4.3	4.2	4.3	4.32	2
Company should manage the customers as an important asset of the company	3.6	3.8	3.6	3.8	4.3	4.1	3.87	15
Customer vary in their needs, expectation, buying behavior & price sensitivity	3.8	3.6	3.9	4.2	4	3.8	3.88	14
All customers are not equally contributing to their profitability	3.7	3.8	3.5	3.5	3.6	3.5	3.60	18
Companies are well aware of major customers having high profit margins	4.1	3.7	3.8	3.9	3.8	3.6	3.82	16

Average



Findings:

1. Automobile dealer's employees opine "it has a major role in making CRM more successful is plays major role in maintaining CRM in automobile industry as it gives highest average i.e. 4.38. Similarly, they give second priority to "people intended to their business with which they have intimate relations" and trust & promises between the customers and sellers are more important than any aspect of marketing. Means we found that as per employee opinion they knows it better that CRM plays major role in making CRM more successful, as following it trust on employee regarding fulfilling promises of in-between customers and sellers are affect positively on customers interaction towards business and the people more customer intended to their business with whom they have initiate relations.
2. As another perspective customers those got 100% satisfied with the business they refers more customers to business means the employees of automobile also aware about the importance of satisfaction of customer and its impact on to get a new potential customers for business as it has a 3rd priority by the employees. So the existing deal and relation with existing customer is also plays a more important role to develop more potential to business in future.
3. Employees gives the priority as 4th most important factor which help to maintain a good relationship as they aware "retention of customer less costly them bringing the new one" means it is very easy and costless when the customers comes via the reference already existing satisfied customers.
4. As we analyzed there are some negative parts are also available which are more important and at the time of dealing with customers. As employee awareness they give 5th priority to the content is that "more number of dissatisfied customers tell and exaggerates about the problems to their relatives and friends" means they aware the impact of dissatisfied customer on business. So it is mandatory to all they take care of every deals they involved and take it seriously as maintain the god relationship with them properly. If it fails, it will affect negatively on business. Its impact affect on business to lose existing customers as well as potential customers. It creates a negative publicity into the society about the form and their services. It's possible to lose the brand image i.e. goodwill of firm also.
5. As a 6th priority given by employees to the "retaining existing customer reduces the advertisement cost" means they aware about the importance of retaining customers in good manner, which will help to employees to convert their customers effortlessly and without the help of advertisement. As you maintain a good CRM with people, it reduces the advertisement expenses.
6. As a least priority gives by employees to the content is "your organization ignored the interested customers". As in the finding very less agreed on a content that organization ignored the interested customer "as in the content no one are very few are agreed on a point that there organization ignore the important customer. All organizational employee are well aware about that their organizations means their employees and they never ignored the customer these who are interested in their business.
7. Automobile dealer employees gives the second last priority to the "does your organization operates one to one customer relationship via online form to delighting the customers." As it average 3.40. Means it concludes very less employees aware about online relationship practices did by the organization to maintain customer relationship management with customers. As already knows it help to employees to delight customers via information technology as online marketing strategy.
8. Employees gave the third last priority to the content "company should be well aware to the detail profile of the customer in advance" as customer preference given to the content, as they know very well. They are too much aware the customers profile those who are coming to purchase a car from firm i.e. 3.43 as average.

9. Automobile customers gave the forthcoming priority to the “chances of selling new products to an existing customer is much easier than the new customers” i.e. average 3.60. Means very less employees are aware about the importance of existing customers to sale the new product to them. As very few are aware about the importance of CRM for existing customers as easy them the new one to convert them for new product to sale easily. As same there are only few aware about the “equal contribution of employees to the profitability for organization, means they are less agreed on customer’s contribution towards the services of the organization.
10. “Companies are more efficient in servicing existing customers in terms of less cost” is the fifth last preference given by the employees they aware about i.e. average 3.75. means we found that the employees awareness regarding the impact of maintaining good relationship with customers and maintaining healthy relations with them help to generate more sale for organization.
11. As per employees opinion some of employees quite aware about the “companies are well aware of major customers having high profit margin for organization” i.e. average awareness of employees is 3.60. Means we can consider the loyal customers always rise the more profit for the organization. But here now the every organization needs to create the more awareness of it content into employees.
12. Other parameters are also important for maintaining a good quality of customer relationship with customers, which results in maximum profit for the organization. In above graph we can easily understand the average of employee awareness regarding the content.
13. As we found the CRM plays major role in developing the organization as it for long run survive into market. As we aware the importance of CRM in every organization but its more required to aware it’s important among employees those who directly involved in activities of CRM. The implications of CRM only possible if the employees clearly aware about the importance of CRM and its strategies as how to implement it
14. In a survey research, we just analyzed the customer relationship management concept its strategies and main part its awareness into the employees those involved in it. The main role only plays by the employees because they are directly interacting and approaching with the employees.
15. In the research, we observed the awareness of CRM of employee’s in-between six organizations those who have a good reputation into Satara market. As we observed the DSK Toyota’s employees are more knowledgeable about the CRM and its implications. They take more efforts to maintain the CRM in the organization. As a second rank HEM agencies and Chougule industries take a more efforts in CRM and its implementations.
16. As we observed as per organization and content they take care more we found the DSK Toyota’s employees more concentrate on smooth communication between the seller and the ultimate customer and they are very well aware about it that it effect on largely base to concert customers.
17. Chougule industries and their employees are more aware about importance of CRM in sales and generating revenue for the organization simultaneously followed by Mahindra & Mahindra employees.
18. The all organization employees are less agreed on a point where they regret the interested customers. Means the all organization finds out the most interested customer in their product and concentrates more to make them loyal towards organization, which helps to generate more potential customers from them.

Conclusion:

As in the modern era, we seen there is a very stiff completion among the organizations of automobile industries. To survive and to maintaining we need to implementing the good relationship with the existing customers which plays a major role for generating a new potential for organization.

As every organization knows the importance of CRM, it's essential to create its awareness among employees to implement it properly.

If the employees unaware about its importance and its implications they lose the important customers of the organization. So it is most important part to create the awareness of CRM into employees. If the employees aware about the activities and its impact factor which help to generate new sale for the organization then it will be the effortless sale. It's also a one strategy which develops the goodwill of the organization and makes organization for long-term into the market. It's also reduces the competition into the market. CRM training is also a one new strategy which help the employees to improve their skills.

References:

1. M. Satish, R.N. Balamurugan, Sudher Nath Sharma, Dr. P.K. Karthikeyan (2013), "Customer Relationship Management in Car Industry with Reference To Car Dealers In Coimbatore", Journal of Business Management & Social Sciences Research, Vol. 2, No 6, June, pp. 43-49.
2. Sirdeshmukh Deepak, Jagdip Singh, Barry Sabol (2002), "Consumer Trust, Value and Loyalty in Relational Exchanges", Journal of Marketing, Vol.66, January, pp.15-37
3. Ramachandran K (2001), "How CRM can be Strengthened-Beyond the Hype", Productivity, Vol 42, April-June, pp.19-25.
4. Kale Sudhir H. (2004), "CRM Failure and the Seven dead by Sins", Marketing Management Review, Sep-Oct, pp.42-46
5. Jayakumar A, Sathiya N (2010), "Customer Relationship Management (CRM): Customer Retention", Indian Economic Panorama, Vol.20, No.2, July, pp.28-30
6. ChoudhuryKoushiki, Avinandan Mukherjee and Ashish Banerjee (2001), "Relationship Marketing Strategies and Customer Perceived Service Quality", The Bankers, March, pp.451-462
7. Vyas Parimal (2000), "Measurement of Customer Satisfaction: A Study of Banking Service", Business Perspective, Vol 4, Sep, pp.73-87
8. Singh Arvind (2004), "CRM-new horizons in Banking", Journal of Banking, Vol.14, Issue 2, June, pp.15