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“A STUDY ON STRATEGIC CONSIDERATION FOR IMPROVING BUSINESS RELATIONS WITH THE USE OF TECHNOLOGY FOR SUSTAINABLE BUSINESS- A CASE STUDY OF POSITIVE EDGE”



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ABSTRACT

Customer relationship management (CRM) begins with the concept of relationship marketing. This concept is examined to attract and maintain the multi service organizations to enhance customer relationships with organizations. Increasing the relationship with the high demand from customer changed the term from relationship marketing to the CRM. It involves organizations providing and satisfying customers' needs. This will in turn, maintaining customer loyalty and ultimately contribute to the profitability of the firms.

KEYWORDS :strategic consideration , business relations , Positive Edge, Customer relationship management(CRM).



INTRODUCTION :

CRM manages the relationships between a firm and its customers. Managing customer relationships requires managing customer knowledge. Thus, CRM and knowledge management are directed towards improving and continuously delivering good services to customers. Defined CRM as a management approach by using IT to build a long-term relationship with customers and profitability for organizations. Chen and Ching (2004)

described CRM as a relationship of information technology that described customers from database to be more effective in relationship with customers.

REVIEW OF LITERATURE

Leo et al. (2005) suggest that CRM is a tool to identify, acquire, and retain the profitable customers by building the long term relationship among them. CRM is developing into a major element of corporate strategy for many organizations.

(Rangarajan, 2010 and Shibu, 2011). It involves using technology to organize, automate, and synchronize business processes principally sales related activities, but also those for marketing, customer service, and technical support.

Mylonakis (2009) described CRM as an innovative process to create a long term relationship

and gaining trust. However, the term relationship marketing and CRM are used interchangeably in many of the previous research but the two concepts are different.

According to Parvatiyar & Sheth (2001), CRM focuses on a cooperative and collaborative relationship between organizations and customers as an individual. Cooperative and collaborative relationship on the hand, refer to the interdependent and long term orientation that gives mutual benefits to both parties.

Positive Edge is a Global player in Microsoft Technologies, helping the customers deal with Marketing, Sales and Services of their products in an organized and systematic way.

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RESEARCH METHODOLOGY

Statement of the Problem

Today CRM practices have become an effective tool to keep the customer happy and make them to be the loyal customer for the long run survival of the business and it is better to retain one customer rather than acquiring 10 new customers. Keeping these things in the study is aimed at “A study on strategic consideration for improving business relations with the use of technology for sustainable business- A case study of Positive Edge.

OBJECTIVES:

- ⊕ To study the influence of demographic factors on Customers' Perceptions towards CRM practices at Positive Edge.
- ⊕ To study the concept and use of CRM in Positive Edge
- ⊕ To study the influence of demographic factors on Customers' Perceptions towards CRM practices at Positive Edge

RESEARCH DESIGN

Type of Research:

It involves the exploratory research, with structured questionnaire. The major purpose of exploratory research is to explore the state of affairs, as it exists at present in the organizational perspectives with regard to CRM Practices at Positive Edge. The research will be free from biased practices and maximum reliability of the research methodology and analysis.

Sampling Design

- Sampling method used: Stratified sampling has been used to select the sample size from the company and the respondents are the clients of Positive Edge.
- Sampling Size: Sampling population would be around 50 Customers of Positive Edge

SOURCES OF DATA COLLECTION

Primary data

Primary data is the new or fresh data collected from the respondents through structured

scheduled questionnaire. The Structured was admitted in the company and questionnaire contains both the close ended and open ended questions.

Secondary Data

The secondary data are the readily available data collected through the literature review, magazines, Articles, Journals, research reports, reports on various institutions, newspapers, research journals, websites etc.

Design of Questionnaire

The questionnaire framed for the research study is a structured questionnaire in which all the questions are predetermined before conducting the survey. The form of questionnaire is of both open and closed type for Customers of Positive Edge.

Tool for Analysis

The data will be analyzed through the help of Simple graphical representation by using charts, table's & graphs etc.....

The data is tabulated and presented for the analysis. The graphs and pictures will be presented, and interpreted for better understanding of the analysis.

ANALYSIS AND INTERPRETATION

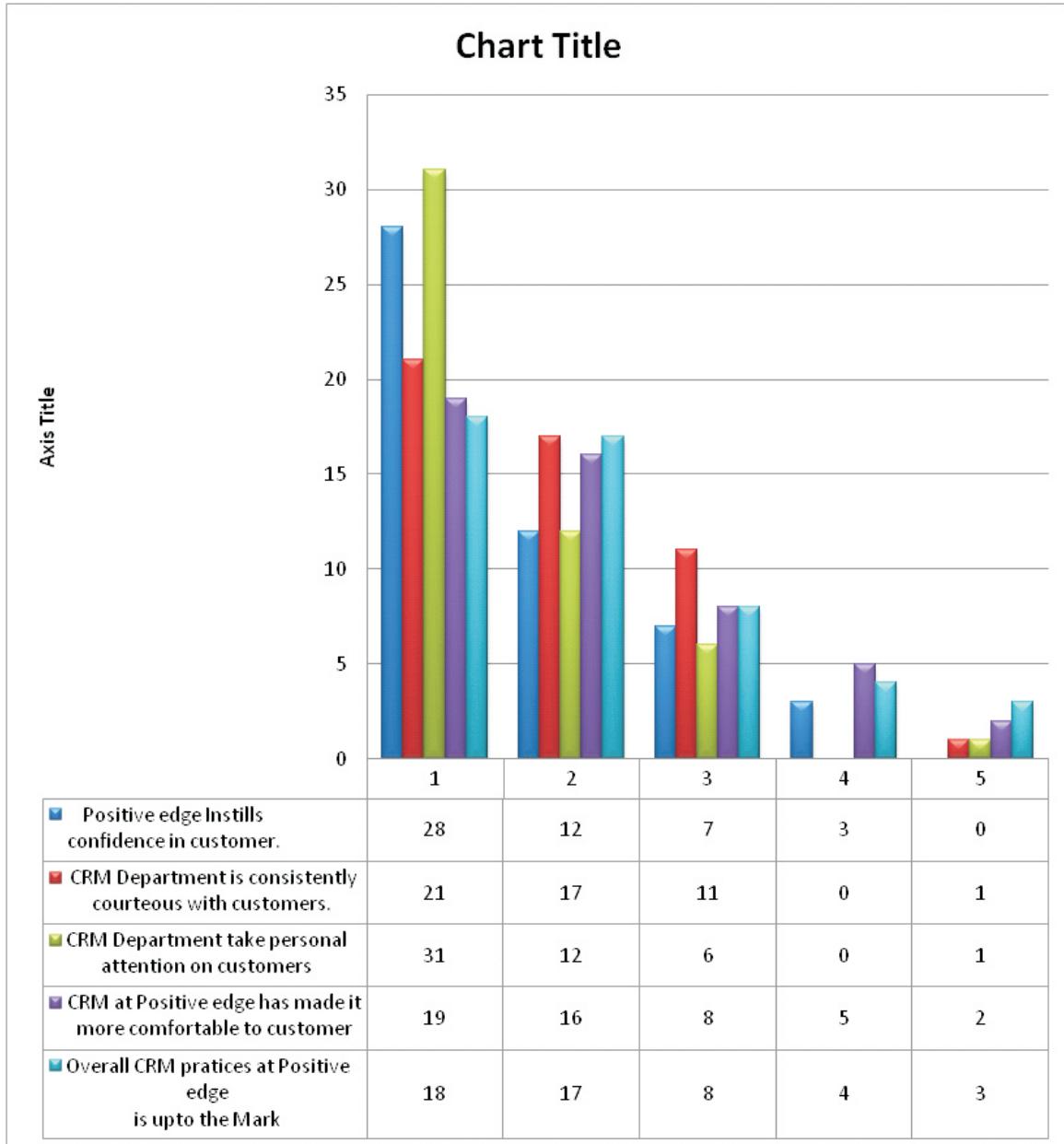
Table Showing Customer Information System Reponses Towards CRM Practices AT POSITIVE EDGE

Sl. No		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Operating hours are convenient to customers at Positive Edge	22	12	4	7	5
2	Positive edge understands individual customer's needs and circumstances.	25	10	3	8	4
3	Encourages customers to purchase their products and services online	26	11	2	11	0

Table Showing Customer Value Evaluation System Reponses Towards CRM Practices AT POSITIVE EDGE

Sl. No	Factor	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	ECRM helps in working from Convenient place	30	10	5	5	0
2	Computerization made the Business easy process	25	20	3	2	0
3	CRM is giving prompt service to all the Customers	32	16	2	0	0

**Graph Showing Customer Perception of Service quality Responses Towards CRM Practices AT
POSITIVE EDGE**



Inference:

The results show that as an overall, there were no significant differences between customers' perception on CRM practices based on gender, age, education level, employment, and modern CRM usage since in all cases the calculated value is greater than the tabulated value as shown in Table This implies that customers' perceptions on CRM practices at POSTIVE EDGE are similar, regardless of gender, age, education level and employment. Thus it is observed that when banks want understand the perceptions of customers on their CRM practices, demographic factors did not influence what customers perceived.

FINDINGS

- 1.The Software Sector is flooded with competitive environment, the Company should adopt suitable marketing skills rather than depending on the trading skills. Hence, new services should be constantly introduced to ensure the growth of the company
- 2.Implement a Customer Centric Process in Company.
- 3.Employee Relationship Management first before Customer Relationship Management.
- 4.Increase customer experience through the web site.
- 5.Develop channel integration for effective Customer Relationship Management.

CONCLUSION

The general discussion can be said that the Software sector in India is yet to develop an integrative approach which focuses on the customer needs and to deliver to it. As shown by the study, the company is far from developing a customer centric approach both for the customer as well as for the employees. Thus, for customer relationship management to deliver to its expectations, it should play an integrative role within the company and ensure that all processes are integrated in the company global strategy, which is far from reality in the study above. In view of this, to implement a CRM integration strategy, the above recommendations can be adopted.

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