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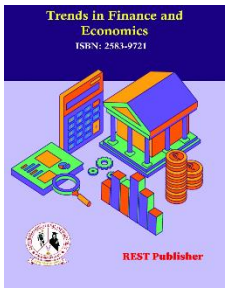

A Study On Customer Relationship Management with Reference to ICICI

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Abstract. *Organization ICICI is competitive environment with relationship management of customer and they are attracting ICICI the customer with some effective sale promotions. But some organizations need to evaluate the purpose, utility, effectiveness of customer satisfaction. They are fails to evaluate this customer relationship management. So these study has been undertaken to assess the customer relationship management in the organization.*

Keywords: *Customer satisfaction, Customer Relationship Management, competitive environment*

1. INTRODUCTION

Customer relationship management (**CRM**) is a process in which a business or other organization administers its interactions with customers, typically using data analysis to study large amounts of information. CRM systems compile data from a range of different communication channels, including a company's website, telephone, email, live chat, marketing materials and more recently, social media. They allow businesses to learn more about their target audiences and how to best cater for their needs, thus retaining customers and driving sales growth. CRM may be used with past, present or potential customers. The concepts, procedures, and rules that a corporation follows when communicating with its consumers are referred to as CRM. This complete connection covers direct contact with customers, such as sales and service-related operations, forecasting, and the analysis of consumer patterns and behaviors, from the perspective of the company.

2. REVIEW OF LITERATURE

Homburg, C, &Giering, A. (2020). Focused on Previous inquiry on the link between customer relationship management and loyalty has mostly neglected the difficulty of moderator variables. During a consumer-durables context the authors analyze the moderating impact of selected personal characteristics on the satisfaction–loyalty link. The empirical findings, that square measure supported multiple-group causative analysis, show that the strength of the link between customer relationship management and loyalty is powerfully influenced by characteristics of the customer. Specifically, selection seeking, age, and financial gain square measure found to be necessary moderators of the satisfaction–loyalty relationship. 2001 John Wiley & Sons, Inc

3. OBJECTIVES OF THE STUDY

The broad objective is to study the perception of "CUSTOMER RELATIONSHIP MANAGEMENT WITH REFERENCE TO ICICI BANK".

- To identify and study the problems faced by the consumers of ICICI BANK SERVICES.
- To study the satisfaction level of exist consumer of ICICI BANK SERVICES.
- To assess the role of brand image in the purchase decision of ICICI BANK SERVICES
- To offer conclusions and suggestions.

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Scope of the study:

- The scope is confirmed only to examine the "Customer relationship management with reference to ICICI BANK SERVICES" and to find possible remedies to counteract their competition.
- The scope of project work is to get the opinions from respondents on the issues mentioned earlier.
- It is limited to the twin cities of Hyderabad and is confined to the urban areas as the respondents are the subscribers of ICICI BANK are one form or the other.

4. RESEARCH METHODOLOGY

Sample territory: The survey has been conducted and restricted to the city of hyderabad in telengana

Source of data: data, which is to be used for the project, has come both from primary sources as well as secondary sources.

Primary data sources: The crux of the report is based on the information collected from the respondents with the help of questionnaires. The primary source of information has been consumers who have filled up the questionnaire consumer who interviewed separately and the respondents jotted down in the questionnaire for the purpose.

Secondary data sources: Information has also been borrowing from both internal sources such as company records and external sources like journal, magazines and book on market ICICI research

Data collection method: The survey method was employed for primary data collection. The medium of date collection was through personal interviews. Where the respondents were questioned in face-to-face meet icici the consumers were met either in their homes (or) place of work. Some of respondents were questioned through telephones,

Tools for data collection: The data was collected through structured questionnaire. Questions can be categorized into multi-choice and open-ended questions. Questionnaires were designed for consumers. Care was taken to ensure that the questions framed were compatible with research objectives. Firstly, by take icici the sample questionnaires, a pilot survey has been conducted among the various sections of the people. Word icici and sequence icici of questions, choice of respondents, information sought and instruments clarity as a whole were tested. After take icici the exactness and correctness the final version of the questionnaire has been drafted and was taken up for field survey purposes.

Stastical tools: \in the context of the present study, the follow icici statistical tools have been used:

Frequency distribution table: A frequency distribution refers to data classified on the basis of some variable, which can be measured such as age, income etc.

Persentages: Percentages are used to describe relationships, since they reduce every the icici to a common base and there by allow mean icici full comparisons to be made.

Pie diagram/bar diagram: There are pictorial representations of statistical data with several subdivisions in a circular from and column from respectively.

Method of weighted average for ranks: This method is used to complete the weighted averages for the rank to determine which factor is the most preferred one. The ranks are taken as the variable and the numbers of people are the weights for each rank. From the weighted averages the most preferred factor is chosen as the one with the minimum average. The next average selects the rank and the procedure continues for other ranks also.

Limitations of The Study:

- As the time given for the completion of the project was limited.
- The survey was restricted to Hyderabad and Secunderabad only.
- They may be few opinions, which might have been missed out.
- The accuracy of the analysis and conclusion drawn entirely depends upon the reliability of the information provided by the employees.

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- Sincere efforts were made to cover maximum departments of the employees, but the study may not fully reflect the entire opinion of the employees.
- In the fast moving/changing employees behaviour, name new and better things may emerge in the near future, which cannot be safeguard in this report.

5. DATA ANALYSIS & INTERPRETATION

1. Which bank you are using?

TABLE 1. Which bank you are using?

S no	Product	Respondents	%
1	ICICI	60	60
2	HDFC	20	20
3	ING	15	15
4	CITI BANK	5	5

Interpretation: From above it can be stated that the general satisfaction level of for ICICI in twin cities of Hyderabad and Secunderabad is 60%.

2. Sources of awareness:

The customer was enquired about the sources of awareness with regard the ICICI. This will help to know us to which sources is playing a major role in creating awareness among the customers.

TABLE 2. Sources of awareness

S .no	Advertisement	Respondents	%
1	T.V	35	35
2	News Papers	25	25
3	Friends	12	12
4	Dealers	28	28

Interpretation: Out of the responses obtained from 100 customers 28% said that they became aware of the Friends. And through the friends 35% of the customers are aware from the T.V. And another 25% are aware of by the News Papers. And only 12% are aware by the Dealers.

3. Level of satisfaction:

The customer was enquired about the level of satisfaction with regard to the ICICI.

TABLE 3. Level of satisfaction

S no	Satisfaction	Respondents	%
1	Excellent	30	65
2	Good	10	20
3	Average	50	10
4	Poor	10	5

Interpretation: Out of the responses obtained from 100 customers 65% said that they are EXCELLENT satisfied and 20% were GOOD and 10% were AVERAGE and 5% were vehicle is poor. This data is obtained by most of members were satisfied by ICICI services.

4. What are the voluble attributes you normally look while purchasing an account?

TABLE 4. What are the voluble attributes you normally look while purchasing an account?

S no	Attributes	Respondents	%
1	Services	50	50
2	Price	10	10
3	Safety	30	30
4	Others	10	10

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Interpretation: From the above it can be stated that general normally any one while purchasing a four wheeler most of the members are seeing 50% of members are seeing SERVICES and 30% of members are seeing SAFETY and 10% of members are seeing PRICE and 10% of members are others.

5. Suggesting to friends:

The following table is regarding the customer likeliness in suggesting this bank to other friends. This is an indicator of customer satisfaction also.

Let's see the responses.

TABLE 5. Suggesting to friends

S no	Suggest friends	Respondents	%
1	Yes	90	90
2	No	10	10

Interpretation: A look at the chart shows that 90% of the members are suggesting and 10% of the members are not suggesting.

6) Bank Executive Performens:

The following table shows "bank executive" role in explaining the features of the cat to customer. This helps to know how effective he is in his job let's seeing the response.

TABLE 6. Bank Executive Performens

S no	Explanation	In numbers	%
1	Excellent	70	70
2	Very good	25	25
3	Poor	5	5

Interpretation: Out of 100 respondents 60 % of them felt the explanation to be "EXCELLENT". And 35% of them "VERY GOOD" and rest of 5% felt to be "POOR". According to them sales executives does knotty explain all feature POOR this kind of responses need to be considered with serious ness

7) Response Terms:

One of the major factors, which has great role in "CRM", is the response terms with regard to customer query or grievance.

TABLE 7. Response Terms

Response terms	In numbers
Timely/promptly	70
Safely	25
Incondition	5

Interpretation: From the above chart we conclude that most of the customer that is 70% of found the delivery process is to be "TIMELY" and 25% of delivery process to be "SAFELY" and 5% of delivery process to "INCONDITION".

8) What is your opinion about bank?

TABLE 8. What is your opinion about bank?

S no	Opinion	Respondents	%
1	Excellent	50	50
2	Good	30	30
3	Average	15	15
4	Poor	5	5

Interpretation: Out of the 100 respondents 50% of them told "EXCELLENT" and 30% of them told "GOOD" and 15% of them told "AVERAGE" and 5% of them told "POOR".

9) Ambience of Bank:

The other factor, which has much influence on the customer, is the "AMBIENCE" of the Bank. This will help to know how the customer perceives this particular show room in comparison with the other bank.

TABLE 9. Ambience of Bank

S.no	Scale rating	Respondents	%
1	Bank ambience	55	55
2	Distance	25	25
3	Appeal	10	10
4	Others	10	10
	Total	100	100

Interpretation: From the above graph we can conclude that out of 100 customers interviewed 40% were telling that the ambience of bank is "PLEASANT' and 38% was telling as "EXCELLENT" and 22% says "APPEAL" is very good

10. What is your Opinion on the service availability of fixed lines?

TABLE 10. What is your Opinion on the service availability of fixed lines?

	No. of respondents	**Percentage**
Easily available	100	100%
Not available	00	00%
To some extent	00	00%
Can't say	00	00%
Total	**100**	**100%**

Interpretation: The above table indicates that the ICICI fixed line services are easily available in urban areas, this is clarified from 100 respondents surveyed.

11) Is CLIP facility providing by the services is sufficient & convenient to you?

TABLE 11. Is CLIP facility providing by the services is sufficient & convenient to you?

	No. of respondents	**Percentage**
Yes	100	100%
No	00	00%
Total	**100**	**100%**

Interpretation: From the above analysis it is clear that 100% of the respondents are feeling happy and feel the clip facility is sufficient and convenient to them

12) Do you feel that the instruments being provided along with the services is ok or you want a change (as per choice)?

TABLE 12. Do you feel that the instruments being provided along with the services is ok or you want a change (as per choice)?

	No. of respondents	**Percentage**
Yes, we want change	10	10%
No, it is OK	90	90%
Total	**100**	**100%**

Interpretation:

From the above table it is clear that 90% of the total 100 respondents doesn't want any change in the instruments being provided by the company, they want as it is. But the remaining 10% of the respondents are willing to have change in that at some choice, in terms of certain features as compared with the competitors.

13) Do you recommend these services to your friends, Colleagues & Family?

TABLE 13. Do you recommend these services to your friends, Colleagues & Family?

	No. of respondents	**Percentage**
Yes	63	63%
No	37	37%
Can't say	00	00%
Total	**100**	**100%**

Interpretation: It is clear that 63% of the respondents would recommend the service, while a significant 37% of the respondents do not want to recommend the service to their friends, colleagues & family.

14) Do you want any additional features to be included to you service in future?

TABLE 13. Do you want any additional features to be included to you service in future?

	No. of respondents	**Percentage**
Yes	67	67%
No	23	23%
Total	**100**	**100%**

Interpretation: From the above table it is clear that 67% of the total respondents are desirous of having some new features like Net banking, Mobil banking, online banking etc., to be included in this service in future, and the remaining 23% respondents do not want any changes as far as the additional features are concerned.

6. FINDINGS

- Most of the respondents were aware by the friends and relatives (48%).Advertisements (28%) also helped in providing information to the respondents.
- 82% of the respondents were aware of ICICI brand.
- In advertisement media newspapers (56%) were much affective and motor (38%) was also a major advertising media.
- Many factors like family members advertising were responsible for influencing the customers to buy ICICI BANKING.
- 6% of the customers were very much satisfied with ICICI BANKING. Whereas 58% was satisfied with ICICI BANKING.
- 39% of the respondents were satisfied with the service of the ICICI BANKING.
- After sales service at door step 38% was one of the factors which help the purchaser to buy aICICI BANKING. Prompt service 52% also help to attract the purchaser.
- 54% of the respondents considered the price of the ICICI BANKING. As higher where as only 8% considered as economical and 38% of the respondent said it as reasonable

7. SUGGESTIONS

- The most important media for consumer durables is BANKING. So, they should go for television advertisements rather going for newspaper, the television advertisements influences more on the people.
- Being the price of the ICICI BANKING is high they should try to reduce prices because there are many other TV's which can be purchased at lower cost, and then these people are selling. If not, the sales may decrease.
- More features should be added to the television according to the needs of the customer, because their competitors are coming with new models. According to the competitors changing models also these people should change the models also these people should change the models or change the technology.
- Company should give some incentives to the dealers for promoting the products of ICICI BANKING. They should not neglect dealers. They should select good dealers, b which they can give customer satisfaction.
- Company should setup service centres at dealer level itself. They should train some personnel for exclusive maintenance of these Televisions. They should provide home service to the customers. The personnel should be appointed by company to the dealers. The service should be accurate.

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8. CONCLUSION

A study was useful in understanding the customer relationship management of ing among a various customers launching new formulations can make BANKING to the pioneer in many market segments.

BANKING was inferred that most customers of high-income group preferred the supply about 70% of customers is aware of BANKING.

Most of the customers agree that ING is best quality with reasonable price the attitude 50% of customers towards price of ACCOUNT is reasonable. But 10% of the customers of asking for improvement in the quality.

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