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A Study on Impact of Customer Relationship Management (CRM) On Customer Satisfaction with Special Refrences to Road Freight Forwarding Services Provided By Kunal Global Logistics, Coimbatore

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ABSTRACT
*A successful CRM (customer relationship management) programme aids a firm in pleasing the customer. The goal of the study was to determine how Kunal Global Logistic Road freight forwarding services impact by customer relationship management (CRM) and customer satisfaction. This study demonstrates a favourable association between both variables and a considerable impact of customer relationship management on customer satisfaction. The model might serve as a starting point for empirical study on CRM in the transportation sector. An indication of how road freight forwarding service providers might modify their customer relationship formation procedures to maintain their performance comes from a knowledge of the linkages between customer responses.This research study is based on the****A Study on impact of customer relationship management (CRM) on customer satisfaction with special references to road freight forwarding services provided by Kunal Global Logistics, Coimbatore.***

Keywords: CRM, Customer satisfaction, Road freight forwarding

I. INTRODUCTION

Database marketing, which places a focus on the marketing components of database-related promotions, has a limited view of customer relationship management. Another constrained but important point of view is to solely think of CRM as customer retention, where a range of post-sale marketing strategies are utilised to maintain contact with customers or foster bonds. According to Shani and Chalasani, relationship marketing is "an integrated effort to identify, maintain, and build up a network with individual consumers and to continuously strengthen the network for mutual benefit of both sides, through interactive, individualized, and value-added contacts over a period of time." The emphasis on cooperative and collaborative connections between the company and its customers, as well as with other parties, is the core tenet of all CRM and relationship marketing viewpoints.

Assisting a company's marketing teams in identifying and focusing on their ideal clients, managing marketing campaigns with precise goals and objectives, and producing high-caliber leads for the sales team. Helping the company enhance its telesales, account, and sales management by simplifying current procedures and maximising information exchanged across several staff. (For example, taking orders using mobile devices).Permitting the development of unique relationships with customers in order to raise customer happiness and increase profitability; selecting the most lucrative clients and giving them the best possible care. Giving staff the knowledge and tools, they need to know their consumers, comprehend their demands, and successfully forge connections between the business, its clientele, and distribution partners.

OBJECTIVE OF THE STUDY

- ✓ To understand customer preferences.
- ✓ To study the relationship between the customer & transporter and the factors of perception.
- ✓ To measure the service quality towards customer relationship management.
- ✓ To impact on CRM on customer satisfaction on road transportation services.

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II. LITERATURE REVIEW

Malthouse and others. (2013), The article covered the challenges of CRM management in the social media age. The study's highlighted drawbacks included poor information management, privacy and data security concerns, a lack of qualified labour, an inability to properly calculate the return on investment from social marketing, a lack of personnel management techniques, and a failure to integrate client touchpoints.

Rodrigues & Felicio (2015), Customers' needs and confidence had a significant impact on organisational variables, which in turn influenced how well insurance businesses performed. Period and product types outperform insurance company performance as well.

Debnath and others. (2016), Since the previous few decades, scholars have become more interested in CRM. The majority of research were in the marketing field, with the retention and loyalty of customers receiving the most attention. One of the ideas that was the subject of the most study publications was the social exchange theory.

The business ecosystem and the consumer ecosystem were separated into two groups in Shukla & Patnaik's (2018) concept of sustainable CRM. Government, non-profit organizations, rival companies, suppliers, workers, functional departments, and customers make up the business ecosystem. The community, club members, institutions, social network, peers and associates, workplace families, and friends are all included in the customer ecosystem. To create a comprehensive framework for CRM, it was necessary to understand both ecosystems from different perspectives.

Srivastava and others. (2020), The two basic objectives of an organisation to become a market leader are to satisfy and retain consumers. And in order to accomplish these objectives, data mining and knowledge management are crucial for raising the standard of customer service.

DATA ANALYSIS AND INTERPRETATION
CHI SQUARE ANALYSIS

Customer perceived value, business image, and service quality all have a direct bearing on customer satisfaction, according to Simanjuntak et al. (2021). Customer retention was impacted by switching obstacles, although customer pleasure was not a direct result of client retention. A key component of credit applications and services was trust.

Cappiello (2022), With the use of technologies and digitalization, asymmetric information is lessened, and the optimal pricing, responsive risk management, suitable underwriting, accurate claims, and quick and dependable delivery systems are appropriately combined. New generation hazards are brought on by new insurance industry rivals. The connection between suppliers and customers changes as a result of new technologies, which also present chances for more effective customer satisfaction.

RESEARCH METHODOLOGY

In study the primary data collected by means of personal interview with the help of questionnaire.

SAMPLING METHOD
SAMPLE DESIGN

An established strategy for drawing a sample from a certain population is known as a sample design. It alludes to the method or process the researcher would use while choosing the items for the sample. In this research probability sample design is used to collect the data.

POPULATION SIZE

The population in the survey is the total number of elementary units, which was 400 customers. Here, it refers to all of Kunal Global Logistics' Coimbatore clients.

SAMPLE SIZE

The sample size for this research is **196**

STATISTICAL TOOLS

The following statistical tools are used in the study

- ✓ Chi Square Analysis
- ✓ Correlation Analysis

Chi Square Analysis betweenOpinions aboutService Providedby Kunal Global Logistics and CustomerRecommendationtoOthers

H_0:
Thereisnosignificantassociationbetweenopinionsaboutserviceprovidedbythedealerandcustomerrecommendationtoothers.

H_A:
Thereissignificantassociationbetweenopinionsaboutserviceprovidedbythedealerandcustomerrecommendati

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ontoothers.

Opinions aboutservice providedby the dealer		Recommendedthe dealershiptoafriendorrelative			Chi-square	
		Definitely	Probably	Not sure		
Frequentcommunicationfr omKunal Global Logistics service office	Yes	74	84	3	Chi-square	16.20
	No	3	8	3	Sig	000
Servicesdoneatpromisedti me	Yes	75	87	5	Chi-square	2.86
	No	2	5	1	Sig	0.24
Vehiclefixedrightthefirst time	Yes	52	43	1	Chi-square	20.10
	No	24	34	5	Sig	000
Satisfied with the quality ofservices	Yes	77	87	2	Chi-square	50.75
	No	0	5	4	Sig.	.000**
Satisfiedwithservicechar ges	Yes	70	68	2	Chi-square	16.02
	No	7	24	4	Sig.	.000**
Satisfiedwithcertainattra ctive offers	Yes	43	25	1	Chi-square	15.77
	No	34	67	5	Sig.	.000**
Informationonnew services/changeintheservi cesontime	Yes	70	76	4	Chi-square	4.20
	No	7	16	2	Sig.	0.12

Significantat5per centlevel

INTERPRETATION

Since p value is less than 0.05 for dealer customer service factors like frequent communication from showroom,vehicle fixedrightthe firsttime, satisfiedwiththe quality of services, satisfied with service charges and satisfiedwith certain attractiveoffers, hence null hypothesis is rejected and it concludes that there is a significant associationbetweenopinionsaboutserviceprovidedb ythe dealer likefrequent communication from showroom, vehicle fixedright the first time, satisfied with the quality of services, satisfied with service charges and satisfied with certainattractiveoffersandcustomerrecommendati ontoothersat 5percentlevel.

CORRELATION

YEARS IN DEALING BETWEEN SERVICE QUALITY

H_O:There is no significantrelationshipbetweenyears in dealing and service quality provides through CRM system.

H_A: There is significant relationshipbetweenyears in dealing and service quality provides through CRM system.

		CUSTOMER RELATIONSHIP MANAGEMENT	CUSTOMER SATISFACTION
YEARS IN DEALING	Pearson Correlation Sig. (2-tailed) N	1	.985 .000

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		76	76
SERVICE QUALITY PROVIDED THROUGH CRM	Pearson Correlation Sig. (2-tailed) N	.985 .000 76	1 76

Correlationissignificantatthe0.01level(2-tailed).

INERPRETATION

As seen in table above shows the Pearson analysis between two factors as important variable inthis research years in dealing and service quality provides through CRM system. In terms of the result valueof R= .985 and it means that years in dealing is positively high correlated with service quality provides through CRM system.

III. FINDINGS

- Majority 36.5% of the respondents age is 50 and above
- Majority 27.9% of the respondent's educational qualification is graduation
- Majority 86.6% of the respondent's pay the bills through customer service office.
- Majority 92.5% of the respondents are male.
- Majority 66.86% of the respondents say that the years offered by Kunal Global Logistics is 0-3 years.
- Majority 40% of the respondents feels somewhat expensive about the cost of transportation services.
- Majority 45% of the respondents use transportation services monthly.
- Majority 56% of respondents say that the punctuality of transportation services is very important to them.
- Majority 36% of respondents say that the information on transportation services available in real-time is handled somewhat inefficiently through the CRM system.
- Majority 33% of respondents say that improved lower cost can improve transportation services.

SUGGESTIONS

Theresultsanalysisanddiscussionshowedthefollowingkeymilestonesthatneedtobe developed in order to reach the ultimate benefits from adoption of CRM conceptinKunal Global Logisticsdailyoperation.Thesemilestonesare,

- Qualityoftheprovidedservices.
- Effectivesystemfordealingwithcustomer'scomplaintsandquires.
- Developingthecommunicationchannelswiththecustomers.

IV. CONCLUSION

In order to achieve customer satisfaction, the current study aims to explore the effects of implementing the CRM concept at Kunal Global Logistics. The researcher came to the conclusion that implementing the CRM concept at Kunal Global Logistics was statistically observed to be considerably positively connected with achieving customer satisfaction.The study's findings indicate that the majority of respondents are happy with the services the organization provides. The business values its relationships with its current clients and works hard to gain as many new ones as possible with the help of the existing ones. If the business gives more services, such as deals, programs, maintaining excellent relations, etc., they may build strong brand loyalty for their business and be competitive. Additionally, the business might use a shift system to deliver services to its clients, allowing clients to select an appropriate time for doing business with the business. The findings of this study have provided empirical support for the notion that customer relationship management is built in this research model affects customer satisfaction of Kunal Global Logistics.

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