

CRM Practices in Electrical Accessories Industry: A Study on Akarui Green Energy Solution

SANTHOSH M

Dept. of MBA, SJB Institute of Technology, Bangalore-560060, Karnataka, INDIA

Abstract - The study titled “CRM practices in Electrical accessories industry: A study on Akarui green energy solution” is a descriptive study conducted with the objectives to study the various products categories offered by Akarui, to study the critical components of CRM at Akarui and to suggest suitable measures to enhance customer relationship quotient at Akarui. The study was conducted in Bangalore city by sourcing the 150 respondents through convenience sampling technique. A structured questionnaire was designed and administered to all the respondents to capture the primary data. The secondary information was gathered through the company website, related literature and other sources. The SPSS 21.0 package was used for data analysis. Factor analysis and Correlation was used to validate the data. The major findings of the study include identifying the critical components of CRM at Akarui green energy solutions. Akarui Green energy solutions are a leading manufacturer in LED lighting systems in India. The company is committed to manufacture the world class LED lighting systems that consumes less power and lasts long. The company has taken several measures to inculcate the quality and durability in every product it sells. The CRM practice of Akarui has been very successful in enhancing the customer satisfaction. The operational, analytical and collaborative CRM components clearly demonstrate the commitment of the company towards its stake holders. The company has considered the customers view at all levels to provide best service to them. Akarui green energy solution is marching towards becoming a global player by its unparalleled quality and value delivery systems.

Indexed Terms: CRM, Electrical components, customer satisfaction, quality

I. INTRODUCTION

Electrical industry is a manufacture electrical products machine is powered by electricity is consider as electrical equipment. It consists of an electrical components and a power actually works as a trigger of the machine. The power sector is backbone of developing India. Industry strategically placed performs.

The estimation of value Rs 1, 10,000 crore (US\$ 25 billion) the main industries are Bharat Heavy Electricals Limited (BHEL) and Crompton Greaves ltd, India. The electrical industry will be use high technology and manufacture the electrical products. In India directly working employees 5,00,000 people and indirectly employment to about 1 million people. The performance of electrical industry is more consistent, from the data of half yearly growth of industry 14.6% and after they will encourage the electrical industry and growth of aspects in globally.

In India the ministry of power proposed the “Rajiv Gandhi Vidyutikaran Yojana (RGGVY) Project. And implement and develop the power sector in all places and supports the manufacturing of electrical industry in India. The minister will be propose this project main intension of improve the investment of electrical industries and attract investors and improve the electrical products.

Akarui is a started in the year 2015 November. The Mr. Kalyan Sundharam and Chaithra Guptha is head of the company. It is a one of the new company will produce quality goods and service to customers all verities of LED lightings will be marketed to society and maintaining good relationship with customer.

The Akarui green energy solution they company will be think to society to understand situation and produce LED lightings and consume less power of energy. The akarui products are many forms can be used like residential to commercial set up to industrial usage. Nearly 165 varieties of products will be produced. The akarui products will be efficient energy and effective lighting and produce ecofriendly products.

The Akarui products will be low maintenance cost and very long durable and safety products to customer and

maintain good relation with customer. LED will be used for lighting because up to 60% of energy of power will be saved and longer life of span to safety and reduce the risk in fires and burns. The led will also recyclable and also considered as ecofriendly.

II. REVIEW OF LITERATURE

Masfiq Mannan Choudhury and Paul Harrigan (2014) in their study on the integration of new technology into customer relationship management". Customer relationship management continually domino and now social media technologies have revolutionized. The way business and interact customer. Social CRM focuses engagement domino to build and construct a new customer. to impact of new social media technology. Contribute and to understanding and to communication between marketers to customer and interact the customer relation and business prospective should utilizes a rich customer influences some made in future marketing.

Khalid Rababah et al (2011) to study on "Customer relationship management as achieving and growth of organization present day's environment of more competition and fast changing technology development. And top build good relationship with customer and to understand the situation and component of technology people in market. It is a customer oriented process the successfully adopt and implement the CRM interact and to understand the different levels of CRM The company understand the CRM and communicating and spreading the knowledge of promising benefits of CRM and develop and success the plans of customer relationship management effectively in market.

Angella jiyoun kim (2012) found that the luxury brands are always industry leaders the values and innovative brand management the brand continuously struggling the cost of profits and the quality of the products, marketing mix, retail strategy the company guaranteed and value added and with profit margin and give competition. Now days more competition the communication between two ways using social media and to interact the customers in online, twitter, FB, and create to purchase intension about products.

Abbar karamati. Et al (2010) studied the customer relationship management performance links fragmented to different prospective on customer relationship management. This considering different concept of CRM. The exchange of relationship among CRM resource and capabilities. On the resources view the divided into technology CRM resource and infrastructure CRM Resources and mean to construct key psychometric properties including reliability and validity. The CRM affected technology and infrastructure resources and find the organization improve the CRM process and better performance.

Yonggui Wang. (2012) studied the customer relationship management seeks to expand the resources based view of context of customer relationship management. It intended to develop a model of CRM capable and improve the performance consequence of the CRM capabilities. Questionnaires survey and to develop valid measurement made of CRM capabilities and hypothesis testing and to takes a good management decision and to take good measurement to maintain good relationship with customer.

Tim Coltman (2011) studied the impact of customer relationship management perform construct model strategic customer relationship management conceptualize as an endogenously. The organization ability to harness that compromises the technology performs. It infrastructure path between a superior. Customer relationship management capabilities and firm performance. The customer relationship management impacts an IT infrastructure on superior CRM indirectly and fully mediated by HA and BA. To find the customer relationship management initiative jointly reduces outperformed those taking less balanced approach

Holger Ernst (2011) , Their studies revealed that the customer relationship management is widely considered the effectiveness approach for gathering collecting analyzing and translating customer information to managerial authors. The customer relationship has been investigated only in existing products. The CRM, will be developed a conceptual framework multiple fate of CRM to new product and

company performance the plan position to introduce new products to market and good relationship with customer and get good reward system but not CRM technology. The CRM performance mediating in new product performance.

Faramak Zandi et al (2011) found that Now days the rapid growth of electronic commerce application and internet will be using and increase the electronic relationship with customer and satisfaction. The manufacturing company will be struggling to find the need of the customers. Their person will be approach the customer and changing rapidly. E-CRM will be evaluated the data and to manufacturer satisfy the needs of customer and maintain good relationship. The E- CRM performance frameworks develop the activities of finance. The customer oriented using a hybrid fuzzy and quality function deployment. And build a customer relationship management.

Martin Reimann (2010) in their study found that As manager will be raise issue about real values of customer relationship management. The questions will be directly affects to performance. The research will be study and investigate the critical mechanisms underlying the CRM performance links from the starting point sources to position to performance and build a research model of two strategies of firm differentiation and cost leadership. Mediating of CRM on performance of firms and to literature will be taking attention of the firm and different impact to the CRM. The study will be analyzed and to take a good strategies and survey to perform directly in market. Manufacturing industry accommodation is high.

Boris milovic (2012) revealed that CRM is a business strategy. Customer is more important in market. According to philosophy of “customer is king” the company will develop Information Technology to collect data. Now days it can be told that customer is dictator of market. Understand the situation of market to improve the information and give competition to others. Improve the negotiation skills of customer in sales. The most important is improved the organization and satisfying client’s needs. The large scale company will be analyze improve the quality service, customer loyalty. And find the customer sensitive about price

change and recognize. Attract the new customer and existing once.

III. OBJECTIVES OF THE STUDY

1. To study the various products categories offered by Akarui
2. To study the critical components of CRM at Akarui
3. To suggest suitable measures to enhance customer relationship quotient at Akarui

IV. RESEARCH METHODOLOGY

Descriptive research: It is a type of research this research question design and data analysis that will be applied to a given topic descriptive statically tell what is while inferential statistical try to determine cause and effects.

SOURCES OF DATA

Primary data:

Primary data means to collect the information from customer directly.it is original information to collected from customer.

Customer

Secondary data:

It is a one source of data to collected indirectly or already published information can be collected and to record the data is called secondary data

- Company website
- Magazines
- Trade forums

Data collection tool

1. Questionnaire
2. Personal interviews

Sampling techniques used: Convenience Sampling

Sample size: 150

Data analysis tools:

1. SPSS 21.0
2. Correlation co efficient

3. Percentage method
4. Bar graph

Hypothesis

H0: There is no significant relationship between durability of the product and its maintenance cost

H1: There is a significant relationship between durability of the product and its maintenance cost

V. RESULTS AND DISCUSSION

The seven components of operational CRM that are extracted from factor analysis are as follows.

1. Complaints are addressed immediately
2. Low maintenance cost
3. Better discounts
4. Consumes less power
5. No compromise on Quality
6. Technical specifications are clearly mentioned
7. Competitively Priced

The Two components of Analytical CRM that are extracted from factor analysis are as follows.

1. The company constantly works on innovation and new product development.
2. The company delivers value at all levels of business transaction

The five components of Collaborative CRM analysis are as follows.

1. Provide information of products through website
2. Provide technical consultancy in bulk installation
3. Catalogues available free of cost
4. Company has excellent committed team
5. Customer send online queries

Testing of Hypothesis:

H0: There is no significant relationship between durability of the product and its maintenance cost

H1: There is a significant relationship between durability of the product and its maintenance cost

The p value is 0.029 (less than 0.05)

H0 is rejected.

Therefore there is a significant relationship between durability of the product and its maintenance cost.

VI. FINDINGS OF THE STUDY

1. Most of the respondents were of the age group 50-60 years.
2. Majority of the respondents are UG degree holders.
3. Most of the customers have an income of 5-10 lakhs per annum
4. Majority of respondents buy for self.
5. Majority of respondents came to know about Akarui through friends and relatives
6. Most of the respondents rate CRM practices of the company as very good.
7. Majority of the respondents agree that the company maintains the updated database of the customers
8. Customers are of the opinion that Complaints are addressed immediately
9. Akarui Products come with Low maintenance cost
10. The company offers Better discounts on different product category
11. Akarui products Consumes less power
12. The company does not compromise on Quality
13. Technical specifications are clearly mentioned on the package
14. The products are very Competitively Priced
15. The company constantly works on innovation and new product development.
16. The company delivers value at all levels of business transaction
17. The company Provides information of products through website
18. Provide technical consultancy in bulk installation
19. catalogues available for free of cost
20. Company has excellent and committed management team

21. Customer sends online queries which will be immediately addressed
22. The seven components of operational CRM that are extracted from factor analysis are as follows.
 - a) Complaints are addressed immediately
 - b) Low maintenance cost
 - c) Better discounts
 - d) Consumes less power
 - e) No compromise on Quality
 - f) Technical specifications are clearly mentioned
 - g) Competitively Priced
23. The Two components of Analytical CRM that are extracted from factor analysis are as follows.
 - a) The company constantly works on innovation and new product development.
 - b) The company delivers value at all levels of business transaction
24. The five components of Collaborative CRM that are extracted from factor analysis are as follows.
 - a) Provide information of products through website
 - b) Provide technical consultancy in bulk installation
 - c) Catalogues available free of cost
 - d) Company has excellent committed team
 - e) Customer sends online queries
25. There is a significant relationship between durability of the product and its maintenance cost

VII. CONCLUSION

Akarui Green energy solutions are a leading manufacturer in LED lighting systems in India. The company is committed to manufacture the world class LED lighting systems that consumes less power and lasts long. The company has taken several measures to inculcate the quality and durability in every product it sells. The CRM practice of Akarui has been very successful in enhancing the customer satisfaction. The operational, analytical and collaborative CRM

components clearly demonstrate the commitment of the company towards its stake holders. The company has considered the customers view at all levels to provide best service to them. Akarui green energy solution is marching towards becoming a global player by its unparalleled quality and value delivery systems.

REFERENCES

- [1] Masfiq Mannan Choudhury and Paul Harrigan (2014) to study on “CRM to social CRM: The integration of new technology into customer relationship management”. Vol, no,22 issues 2
- [2] Khalid Rababah, Haslina Modh, Huda Ibrahim (2011) to study on “CRM Process from theory to practices and the pre implementation plan of CRM system”. vol.1
- [3] Angella jiyoung kim, Eunja ko (2012) to entitled “impact of luxury fashion brands social media marketers on customer relationship and purchase intension” vol.1 pg no 164-171.
- [4] Abbar karamati. Hamed Mehrab. And navid Mojir (2010) to study on “A process orient perspective on customer relationship management and organizational performance a empirical investigation” vol, 39 issued7 page no 1170-1185
- [5] Yonggui wang Hui Feng. (2012) to study on “customer relationship management capabilities measurement antecedents and consequences management decision”. vol. 50 issued 1 page no. 115-129
- [6] Tim Coltman. Timothy,M, Devinney Midgly (2011) to study on “Customer Relationship Management and firm performance” vol, 26 issued 3 page no. 205-219
- [7] Holger Ernst, Wayne D hoyer (2011) to entitled “customer relationship management and company performance the mediating role of new product performance” vol 39, issued 2 page no. 290-306
- [8] Faramak Zandi, Madjid Tavana (2011) “A fuzzy group quality function deployment model for E-CRM framework assessment in agile manufacturing” vol 61, issued 1 page no. 1-19
- [9] Martin Reimann, Oliver schilke, Jacauelyn S Thomas (2010) to study on “customer relationship management and firm performance: the mediating role of business strategy” vol 38. Issued 3 pageno 326-346
- [10] Boris milovic (2012) to entitled “Application of customer relationship management

strategy (CRM) in different business areas.
vol, 9 issued 3, page no. 341-354