

## Customer Satisfaction Analysis based on Customer Relationship Management

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<b>Article History</b>	<b>Abstract</b>
<b>Article Submission</b> 2 September 2013 <b>Revised Submission</b> 17 February 2014 <b>Article Accepted</b> 15 March 2014 <b>Article Published</b> 31 <sup>st</sup> March 2014	<p><i>This research paper deals with Customer Relationship Management effects on customer satisfaction. it is one of the strategies which is critical which needs to be deployed in the organization so that competition is improved in the market. There are many customer relationship management elements which help in studying this those are service, development, management, quality, behavior which is one of the most important element. It is one of the biggest weapons for fighting in this competitive environment internally and externally. In today's world, all the organization is an emphasis on winning the minds of customers and make them satisfied by putting all the efforts of customer relationship management. The increase in the customer will be reflecting only when there is customer satisfaction in the business between the companies. With the increase in the technology and industries, the growth is rapid and competition is also taking at a fast pace. In this paper, the surveys are done and hypotheses results are being carried out to show the positive relationship between variables taken for the study..</i></p> <p><b>Keywords:</b> Automation, Management Skills</p>

### I. Introduction

Customer relationship management is the process, for the business organization so that there are proper interactions with the customers, clients, sales, managers so that companies' maximum customers are attached to them. It is affected using technology so that it can be organized, automate, and business process is also synchronized. Customer relationship management aims to increase the profits of the business, income, and provide satisfaction to the customers. To get customer relationship management, many tools and techniques are used by the organizations so that they can support their customers and also increase sales. It is known to be a strategic plan for increasing the business and keep up the reputation of the organization.

Customer satisfaction must be kept on the priority list for a business organization, as it is considered as the free advertisement for the company. When dealing with the business, one should keep in mind about their customers because they are the key partners of their companies, some events, tools, and strategies must be planned. the easier task is to bind the old customers and sell to them, but for new ones, it becomes more difficult. The business organization is making circumstances themselves to assure customers holding and forming their employees to be more focused.

The evolution and the growth taking place in the market place are affecting all the businesses and the aim of the company is only to satisfy the customers more effectively and efficiently so that their value remains in this competitive market to achieve the goal. The valuable goal of the business organization is to keep its customers satisfy and loyal in satisfying the customer and strategies for the market. Some scientist even says that satisfying the customer is not only enough but also have an impact on customer loyalty.

Customer Relationship Management is an organizational plan to maintain a mutual relationship for the long term with the customers. It helps in the collection of the information of the customers through various events and

activities or surveys that are conducted continuously to maintain the relationship with them. It is becoming popular among all the industries and emerged as the business strategy in this competitive market. Customer relationship management is accepted and is used for human and technical both. The communication between the customers is equally important to conduct various kinds of analysis so that development and implementation can be done on the plans made to satisfy the customers. Customer is attached to the organization when they have a great deal and also gets benefits associated.

Due to the increase in technologies, the industries and many business organizations are expanding worldwide in past years. Fast developments have been made in the field of telephony and made communication much easier with the customers to keep them intact with the organization. With the increase in technology, market competition is increasing at a very fast pace, but the entry of new customers is a very slow rate, so it becomes important to keep in touch with the old customers.

This research study is for finding the correlation between customer relationship management and customer satisfaction and how does one affect the other.

## **II. Idea for Study**

The idea of studying customer relationship management to find out the effect on customer satisfaction and loyalty. There are many factors and elements which show an effect on customer satisfaction are the

- *Conduct of the employees*

An employee who is working in an organization must show the behavior so that a good strong connection is maintained between the customer satisfaction. Whenever there is a change in the behavior of the employee, then the satisfaction reduces and the customer thinks that the business organization is not fulfilling the demands and not delivering the symbolic benefits that were expected and promised. The customer also negatively judged the organization. An employee working in any business organization must work for the reputation and also try to maintain a good attitude towards the customer. The speed of response of the customer will increase by keeping a positive attitude towards the customer and it should always be kept in mind about the friendly and respectful nature of the employee.

- *Service grade*

The product which is given to the customer must be of good quality and a business organization must always try to maintain the quality and always provide a quality of service to its customers. The service grade adds a positive effect on customer satisfaction and it is one of that concept which is studied in the literature also. A good quality product always adds value to the organization and also increases the probability of firms to increase their customers in one way or the other. Quality of goods and services can be provided by few methods by implementing it:

1. Having various kinds of products and maintaining the quality by meeting the expectation of the customers
  2. Quality products and goods must be provided at reasonable money.
  3. Handling of complaints about the products must be done tactfully so that amendments can be made with time.
- *Growth of the relationship*

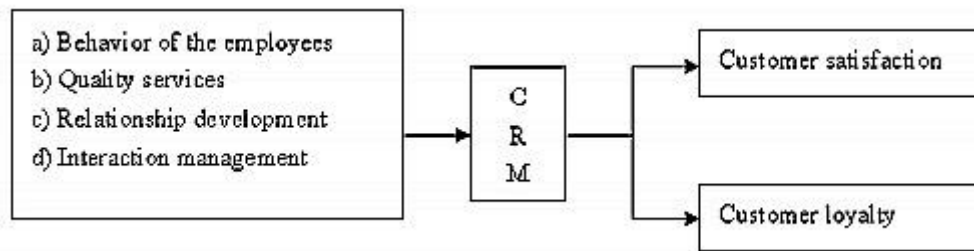
The growth of the business organization depends not only on the customer but also on the employees working in the organization. The study of the development of relations depends on the research of the structures and processes between the supplier and the customer. There must be a strong connection between both parties so that relationship is maintained.

The monitoring and controlling of the management process are required for achieving the relationship between the customer and the organization. The process includes operations, implementations, records, and activities in which products are delivered. Customer satisfaction must be maintained for increasing the development of the business organization. Feedback taken from the customers must be taken seriously so that customers are convinced and one must try to maintain the commitment.

- *Managing deals.*

The interaction between the customer and the organization must be there to include the communication channels. There are various ways by which the interaction and deals can be managed. One must know before the time when the customer wants to interact with the business organization or company and in what respect. The sessions for interacting must be organized so that touchpoints are available to them. Touchpoints must be seen about the customer profile and data must be gathered from all sources and records about the product, and the customer so that communication can be done properly. Interaction management can be utilized by getting customers to feedback from time to time and also increase the interaction so that new social network can be made.

These values help in maintaining the relationship between the customer and the organization thus help in maintaining relationships.



*Fig 1: Conceptual architecture*

### III. Advantages of Customer Relationship Management

Customer relationship management is very important because it helps in understanding what is motivating the customers. When market conditions are getting more advance the relationship between the customers becomes equally important. The demand for the products change as competition in the market increases, the cycle of products and services also changes when there is a change in demand and supply of the products. It helps in finding out the expectations of the customers, distribution of channel, and the attributes are attached to the products. It helps in deciding what exactly customers want and what services a customer desire for and give benefits to the customer.

#### 1. *It helps in holding customer for long term*

The customer is considered to be loyal when they purchase the products again and again as the customers get what he wants to get. The services provided by the business organization also helps to increase customer satisfaction. And these all happen when marketing strategies and efforts are made with good behavior. Thus one can say that investing in relationship management is equally important for leading stronger loyal customers. The customers who purchase the products from the company for a long period, revenues from them are generated more than the new customers. Thus, we can say that customer relationship management creates more profits for the company as well as the customers.

#### 2. *It helps in modeling the product and services according to customers*

The main reason for customer relationship management is to work on studying deeper knowledge about the product and the customer, secondly to get closer to the customers so that, capabilities of the organization are increased. The old customers are always more profitable than new customers. The coordination with the services provided help in attracting the customers. But for the new customers, marketing becomes difficult tasks, so the information about old customers plays a vital role in the CRM.

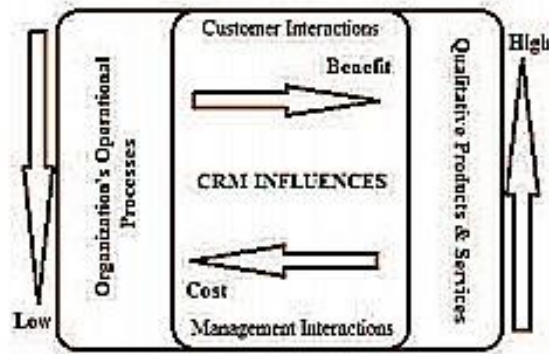


Fig 2: Elements of the Customer relationship

### 3. It helps in maintaining high-quality products

The processing of the products and services changes with the activities taking place internally, as customer relationship management helps in degrading the cost and the process taking place in the organization. But quality products increases with the customer interactions and satisfaction.

Meeting the expectations of the customer is one of the factors which helps in providing quality service in the organization. Better quality service brings satisfied customers and thus leads to loyal customers. When the customer is satisfied with the product of the company, then with an experience they will help in marketing without any extra effort. This distinct feature brings the competition among the companies. It is one of the factors which leads to success in the competitive market with expectations of the customer. With the quality products, customers will purchase the product again and again, and marketing will be through their mouth and it is one of the biggest achievements for the organization.

#### Factors of Customer Relationship Management



Fig 3: Factors affecting the Customer relationship

There are many factors which affects the relationship between the customers, they are like, commitment, customization, holding of old customers, orientation, reliability, responsibility, the attraction of the products, Development in the sector of technology. Trust is one of the most common and important factor for maintaining the relationship between the customer and customer satisfaction, as trustworthy customers are easy to communicate and help in better performance. Activities of the management always try to provide better customer service and help in gining profit and also remain constant in performance. Customization means following the order of the customers for their delivery time, product designing, etc, which helps in meeting the potential needs of the customers .this This allows better communication for the future. Attraction to any product of customers adds extra value to the commitment made to the customer. It is one of the types of marketing strategies for new customers. The holding of the customers is again an important indicator that, the customer is satisfied and becomes one of the managerial issues for the market. The role of the development of IT is required for running the customer

relationship management process in a smooth process so that whatever changes are made in the market can be figured out in the organization and the best of the product is delivered to the customer. How responsible an organization is, defined the willingness of the employees working in the organization, who provides clear information to them and solve the problems from time to time.

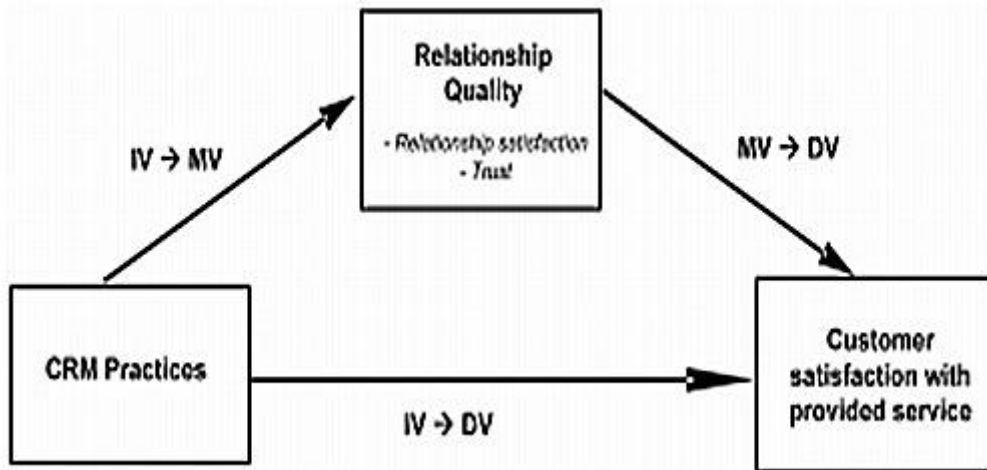


Fig 4: Model for studying CRM

The research study is done on this hypotheses model for showing the interactions between the quality, relationship management skills, and satisfaction of the customers. The three model items are based on the questions and answers which help in studying the effects. The relationship quality shows the three points on which it depends and helps in finding out the relationship between both. The satisfaction of customers have four items which shows how the customers are satisfied with the services already given by the organization

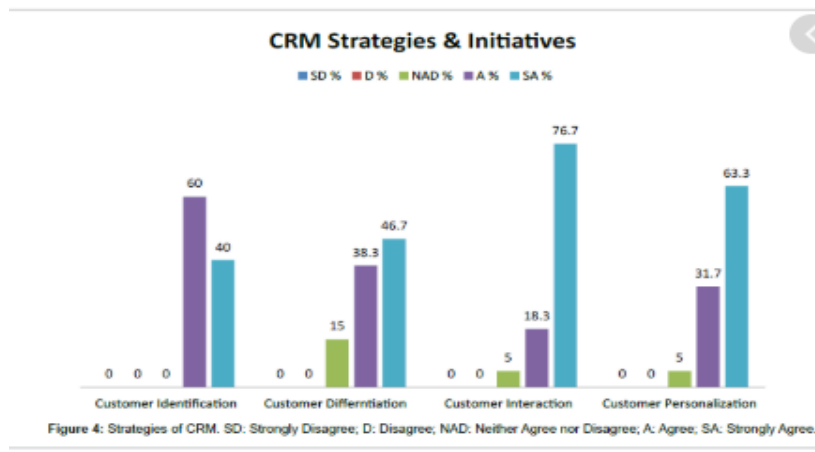


Fig 5: Survey data for CRM

#### IV. Conclusion

From the above results, we can conclude that, customer satisfactions bring a positive change in customer relationship management, the behavior of the employees, contribution to success in the organization. The several factors of customer relationship management are linked directly to customer satisfaction. The knowledge of the customers also helps in implementing the proper CRM process, and also help in finding satisfied customers. CRM

training must be given to the employees working in an organization so that, old customers keep holding the organization as it helps in marketing also. The overall performance of the organization increases with the customer satisfaction rate. The old customer's feedback must be taken from time to time so that, the quality of the product is maintained. Thus, this study says that there are many factors on which CRM is based, and to have customers' satisfaction one must follow those factors.

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