



CRM PRACTICES AND CUSTOMER SATISFACTION DEPENDENCY ON EMPLOYMENT AND SWITCHING OF SIM IN A TELECOM SECTOR

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ABSTRACT

Telecom industries around the world are facing a lot of issues. Changing the criteria and condition of the industry has led more and more companies to come forward and carry out processes and bring out marketing gimmicks which are more appealing and are presumptive to be liked. The increased customer choice, low switching cost, government regulations resulted customers at the core of telecom brand business approach at the domestic as well as international level once again. CRM is basically the practice to which more and more companies are switching but the practices they are adopting or the parameters they are taking in account is having effect on the various customer segment. Due to the current reduction of GDP where people are losing jobs. This study is basically focuses on to check whether CRM Practices practiced in telecom sector show any dependency on employment. The CRM practices which are taken into account are for two famous telecom brands i.e., BSNL and JIO. The primary data is collected from 200 users of Aligarh (UP) who have used both the telecom brand. The finding from our analysis came out to be that some major CRM variables came out to be dependent on employment

Keywords- Customer Satisfaction, Marketing policies, Promotional strategies, Customer loyalty, Relationship development

1. INTRODUCTION

1.1 Origin and concept of CRM

CRM originally came into existence in near the beginning of 1970s when the companies had reflection that it might be preferable to switch from 'customer focused' instead of 'product focused'.

The famous writer and adviser Peter Drucker wrote:" The true business of each company is to form and keep customers." In the early era, each contract was documented and hooked into goodwill which resulted obstruction in getting buyers. (Mujawar and Bodade,2016). In the beginning CRM supported three major principles: safeguarding the present consumers, increasing or enhancing the benefits of all the purchasers, and provide customized services (Rajini & Sangamaheswary,2016).

The CRM system thus helps the companies to get full data about how it is performing and how should it do in order to extend profit in business and to provide customer satisfaction and loyalty, along with reducing the investment and business cost.

On a broader prospect Customer relationship management comprises an authentic vision and study of every purchase or to be purchased customers. It consists of every each and every tiny detail of a customer; hence tracking a customer is a piece of cake. system of CRM not only wants affect the customers that are present but also helps in finding new ones. The advantage of this concept is its very beneficial in the long run. The small print in the CRM system is kept handy so that it is available anytime for the use.

Efficiently handling of all buyers and giving them what they will need in future as well as what they have results in increase in customer satisfaction. This results in increasing the possibility of increasing business roots which at the end increases revenue and yield, and if we take customer satisfaction into account then customers will be going to be loyal to the brand. This practice will result in an enhancing customer foundation and eventually increasing the net turnover of the company (Juneja,2015).



1.2 CRM in telecommunications

In current world, telecom companies face problems across the world to realize recognition also as in retaining their customers. The whole telecom industry is facing issues with reducing customer loyalty because people wish to switch their service from time to time. Thus, these companies try hard to retain their customers by providing the simplest offers and services. When the analyzed data is integrated with transactional information, which leads to deep considering and learning of buyer activities and help out to acknowledge, as well as retain customers. Thus, it is very important to see if the telecom brands are using correct plans and policies which target the entire market at once. In this era of high customization targeting and impacting larger segment at once is most important. This can be only achieved if the telecom brands practice universal policies on all and there is no biasing on the basis of demographics. This study is conducted to check the dependence of CRM practices on one of the demographics i.e., employment. The main concern of this study was to bring the practices that are dependent on employment in spotlight of the marketers in order to create new vision towards CRM. Thus, it also highlights the dependency between switching behavior of consumers even though when they are satisfied with the telecom brand.

1.3 Benefits of CRM

- 1) Identification – identification of potential customers.
- 2) Differentiation-differentiation of customers based on their needs and wants.
- 3) Interaction- personal interaction with customers to understand their psychology and behavior.
- 4) Customization –considering the desires and expectations of the customer the product or technology is designed.

CRM practice is basically used in various industries like bank, hospitals, telecommunications etc. CRM in hospitals results in regular inspection of the hospitality industry with the buyers, which results in growing and enhancing the value of the customer's industry CRM authority for a telecom sector lies for Telecom lies the way profit of customers is controlled and managed. CRM in telecom sector pays a very crucial role i.e allowing to recognize and retain profitable customers. Thus, in changing time CRM has taken a next level, from being used for the Customer service team in order to know and resolve customer inquiries, needs and requests across the business firm. CRM is an enormous change in service enCount(Calculated)er for any customer of any CSP.(Communicating Sequential Processes)

1.4 Features of CRM in telecom industry

- **Sales and order management** endow with the functionality required to reduce sales cycles which enhance revenues, and optimise indirect, direct and online channels capitalize on productivity.
- **Managing conflicts system**, a single case is created in a guided manner for each complaint.
- **Problem resolving system** resolves the service issues by escalating problems raising trouble tickets, singling out and reviewing, the software helps in closing trouble tickets and improving issues.
- **Analytics features** It offers a means into every feature which will give you what works and why of the customer-related plans.
- **Customer database** This is basically a data which give all the information about customers regarding their text, phone calls ,services they preferred etc.
- **Workflow management** along CRM Clone integrate a engine of workflow management by ensuring that whatever promise to customers are kept, their complain are heard and resolved.
- **Marketing tips** permit products that are concerned with customer problems along with that campaigns are done. They raise efficiency and decrease costs. CRM aims at optimising, efficiency of marketing campaigns, productivity and profitability
- **Commissions management** This allows in building incentives for the business partner's which enable the company to come up with new product and ideas
- **Secure access and user rights management** This when used with CRM allows to control and configure every user that is present in the service provider company.



- **Partner relationship management** This enables company's information about delivery schedules, sales forecast and order flow to be shared.
- **Customer care and billing system** enable billing information. It scrutinizes check out invoices, acCount(Calculated) balances and customer histories
- **Identification of follow-up activities and tracking of cases** This provide solutions for all kinds of problems and try to resolve negative situations within less time.
- **Streamline document handling** This helps in handling all type of documents and allows automation This includes collecting letters, many more general communications, controlling customer contracts and bills.

2. REVIEW OF LITERATURE

The concept of customer relationship management started emerging out from the era of 1990s where society started to see business as relational rather than transactional. Its chronological origination was found previously in the pre-industrial era which was mostly because of the direct interaction between customers and agricultural producers. Customer relationship management not only enhances relations and retention with customers but also contributes towards growth of business. It is defined by different people in different terminologies. (Rana and Pazir,2017). CRM is basically discovering the right buyers, getting to be familiar with them, increasing their worth and preserving their business units in a resourceful and efficient way (Woodcock ,2000). CRM is a company approach to manage customers and its effectiveness depends upon leadership strategy and culture (Thompson, 2001). CRM as framework which enhances customer value and right way by which firms can motivate customers to remain loyal and retain them (Dyché , 2001). Core reason of CRM to exist is the dissimilarity in the choices and buying patterns of the customer and there will be no need of it if all the customers are alike (Bose, 2002), Also firms must focus on amalgamation of people, process as well as technology in order to receive stable competition over opponents (Bygstad, 2002). The importance of CRM is to build and retain superior and long-lasting associations with customers (Olive, 2008). It was also concluded that CRM continues to evolve to proof this, a study was conducted. The case study from 2007 to 2008 with an imperative approach was considered and was done by Christopher Bull. From the various definitions that were stated by different people we came to conclusion that these have-customer focus (customer satisfaction, loyalty, and retention), technology, change management and leadership, knowledge management as a common concept. (Coltman, 2007; Zablah et al., 2004). CRM is wide concept of managerial and functional elements. It is a firm approach that consist of combining of all the functional areas (marketing, sales, services) of company that result in amalgamation of people, process and technology which ultimately provides customer satisfaction, While customer loyalty retention has been important from the time where business came into existence. CRM is a remarkable step that has been taken by the various firms in establishing a structure which can endow a medium to retain loyalty by every customer. It comprises of various phases i.e., process, organizational and technological change. The goal of CRM is focused to retain and produce profitable customers. (Light,2001). It comprises of five elements; segmentation, organization, process, technology, and strategy (Handen.C). CRM connote understanding and identifying the needs of the customers and creating or figuring out ways to meet their demands. While considering this view of customer it should not be treated as a technology; it also has repercussion in the plan formulation for the business firms. CRM majorly focuses on the customers which are looking for quality of business that satisfies their basic necessities as well as are ready to pay for it (Haridasan and Venkatesh,2011).From the studies and research that was conducted, the researchers came to conclusion and according to which CRM have six important elements these are, Relationship development, Trust, Brand Image, Quality of services, Price perception, and customer Expectations(Rana and Pazir,2017).



3. OBJECTIVES OF THE STUDY

- I. To check dependency of CRM practices on employment.
- II. To see if Customer satisfaction is dependent Of Switching of sim.

4. RESEARCH METHODOLOGY

A descriptive Research design was adopted. Both primary and secondary data was used as source of data. Questionnaire was used to gather primary data. Responses from BSNL and JIO telecom users were gained through the designed questionnaire. These two brands were chosen because these are the best and most trusted telecom brand in their sector, i.e., BSNL in public sector and JIO in private sector. The questionnaire was designed while taking an idea from various research papers and genuine needs and wants of the customers as well as common practices of CRM that are being practiced by the firm. The type of sampling adopted was purposive sampling and target population was the users of both the telecom company i.e., BSNL and JIO. The sample size was 200. The questionnaire was designed while keeping in mind all the practices that are offered in a telecom brand on a common basis. It consists of three parts; the first part consists the demographics, the second part consist of their point of view on both for different independent variables and the third part consist of their preference for the sim. The variables considered for this study were quality of service, brand image, trust, price fairness, relationship development, customer's expectations, services offered, customer satisfaction, marketing policies, promotional strategies and customer loyalty (these are the common variables which are inculcated into practice for CRM). The objectives of this study can be classified as-

4.1 HYPOTHESIS FOR TESTING (H)

H1: CRM practices are dependent on employment.

H (i): Trust independent on employment.

H(ii): Quality of service is independent of employment

H(iii): Customer focus is independent on employment.

H(iv): Fairness of price of independent on employment.

H(v): Employment and Expectations are independent to each other.

H(vi) Services offered are independent of employment.

H(x): Promotional schemes are independent on employment.

H(vii): Relationship development of telecom brand is independent of employment.

H(viii): Resolving of complains are independent of employment.

H(ix): Marketing schemes are independent on employment.

H(xi): Customer satisfaction is independent of employment.

H(xii): Customer's problem solution is independent of employment.

Since we are taking two 12 variables in account our main hypothesis can be broken down into 12 sub-hypotheses

H2: Customer satisfaction is dependent of switching of sim.

The test used for analysis is chi square test as the data came out to be non-parametric after conducting a normality test. It is a distribution free statistic that is used to analyze group differences when nominal variable is measured against the dependent variable i.e CRM .The Chi-square is robust like other non-parametric statistics with respect to the distribution of the data. The main reason of using this for non-parametric test is that it can also be used if there is homoscedasticity or inequality of variance among the study groups. ([McHugh2013](#)).

TABLE NO 4(A)-Showing results of chi-square test to study the dependency of CRM practices on employment and also to see the customer satisfaction dependence on switching of sim.

HN0	Hypothesis	Sub-Hypothesis	Chi-square test						p-value
			Chi-Square(Pearson)			Ratio(Likelihood)			
			Value	df	Asym Sig. (2-sided)	value	Df	Asym Sig. (2-sided)	
H1	CRM practices are dependent on employment	H(i):Trust offered dependent on employment	.599 ^a	2	.741	.606	2	.739	p= 0.74 > α
		H(ii): Quality of service offered by JIO and BSNL is dependent of employment	.066 ^a	2	.967	.066	2	.968	p= 0.96 > α
		H(iii): Customer focus is dependent of employment.	6.562 ^a	2	.038	6.102	2	.047	p= 0.038 < α
		H(iv): Fairness of price is dependent of employment	1.290 ^a	2	.525	1.253	2	.534	p= 0.52 > α
		H(v): Employment and Expectations are dependent to each other	1.031 ^a	2	.597	1.025	2	.599	p= 0.59 > α
		H(vi): Services offered are dependent on employment	1.013 ^a	2	.603	1.003	2	.606	p= 0.60 > α
		H(vii): Relationship development of telecom brand is dependent of employment	9.337 ^a	2	.009	9.234	2	.010	p= 0.009 < α
		H(viii): Resolving of complains in a telecom brand are	1.575 ^a	2	.455	1.645	2	.439	p= 0.45 > α

		dependent of employment.							
		H(x): Promotional scheme of telecom brand is independent on employment	7.755 ^a	2	.021	7.200	2	.027	p= 0.02 < α
		H(xi) Customer satisfaction is dependent of employment	2.292 ^a	2	.318	2.220	2	.330	p= 0.31 > α
		H(xi) Customer's problem solution offered by telecom brand is dependent of employment	5.743 ^a	2	.057	5.526	2	.063	p= 0.05 is equal α
H2	Customer satisfaction is dependent of switching of sim		.568 ^a	2	.753	.569	2	.753	p= 0.75 > α

$\alpha = 0.05$ (* Significant at 5% of significance level)

. Thus, for the first hypothesis we can say that

CRM variables (quality of service, brand image, services offered, trust, price fairness, customer's expectations, customer satisfaction and customer loyalty) = Independent of employment

CRM variables (relationship development, customer focus, marketing and promotional schemes) = Dependent of employment

Thus, in these cases CRM variables are representing the practices they offered through their plans and policies (For eg- Unlimited data plans offer customer satisfaction, promotional strength against the competitors etc.)

Now from the second hypothesis it came out that customer satisfaction is independent of switching of sim as P value is 0.75

The illustration of results are clearly give in table 1(b)

TABLE NO 4(B)- Showing acceptance and rejection of null hypothesis

Null hypothesis	Sub-Null Hypothesis	Dependence	Results
CRM practices are dependent on employment	Trust independent on employment	independent	REJECTED
	Quality of service is independent of employment	independent	REJECTED
	Customer focus is independent on employment	dependent	ACCEPTED
	Fairness of price of independent on employment	independent	REJECTED
	Employment and Expectations are independent to each other	independent	REJECTED
	Services offered are independent of employment.	independent	REJECTED
	Relationship development of telecom brand is independent of employment.	dependent	ACCEPTED
	Resolving of complains are independent of employment.	independent	REJECTED
	Marketing schemes are independent on employment	dependent	ACCEPTED
	Promotional schemes are independent on employment	dependent	ACCEPTED
	Customer satisfaction is independent of employment	independent	REJECTED

	Customer’s problem solution is independent of employment	independent	REJECTED
Customer satisfaction is dependent of switching of sim		Independent	REJECTED

4.2 DISCUSSION

Thus, from the above table it is clear that CRM practices such as relationship development, customer focus along with promotional and marketing schemes are dependent. While majority of practices are independent on employment and also Customer satisfaction is independent of switching of sim.

Unemployment is the most intense prompt consequence of crisis caused due to COVID-19, which has resulted in a decline of economic growth, which is a long-run effect, Indian Society of Labor Economics (ISLE) conducted a survey on 520 members by their employees in the last week of May, and it came out that the most dreadful impact of the crisis is unemployment which is also the main culprit of decrease in economic growth and resulting our economy in recession. The only sector which was able to operate in-spite of this economic crisis was telecom sector. A 10% increase in telecom sector results in increase Gross domestic product (GDP) by 0.81% and 1.38% per ca-pita.

Market share is one of the most important performance metrics considered crucial for Telecom industry. Given the challenges of increasing market share in such times, focus would be mechanically for customer retention. Thus, it is very essential to maintain a structured CRM. This research is all about to study if the telecom companies design their CRM in dependence to employment because according to the current scenario it would not be possible to make profit out of it. Thus, our first hypothesis focuses on 12 variables that contributes towards the common practices that are commonly practiced in CRM of telecom industries these are quality of service, brand image, trust, price fairness, relationship development, customer’s expectations, services offered, customer satisfaction, marketing policies, promotional strategies and customer loyalty. According to the analysis that there are only 4 but major variables are dependent on employment and these are relationship development, customer focus, marketing and promotional schemes. These variables impact the telecom industry at a very major level. It is very important for the telecom sector to devise strategies which appeals to the customers, irrespective of employment factor in order to enhance relationship development by well designed, targeted, segmented, positioned market and promotional strategies.

CRM mainly comprises of 3 components that is people, process and technology it is very essential to focus on each aspect. Majority of people focuses on the first two and lack in technology. According to our study we have rejected the second hypothesis which shows that there is no dependence between customer satisfaction and switching of sim which infers that even though customers are satisfied with the telecom brand but low switching cost has made the customer retention very difficult to cope up with. This can be easily elaborated by taking the example of BSNL and JIO. When JIO was launched majority switched from BSNL to JIO not because they were not dissatisfied with BSNL but because JIO was offering a innovative technology with zero charges adopting an eye catching marketing strategy in order to promote the brand and to create Brand equity but as the policy of unlimited data ended and the rates of the same technology increased, people went back to their trusted brands and



later on more and more companies came up with the same technology .Thus we can say that not only customer satisfaction but customer knowledge, innovation and technology upgradation is the need of hour and telecom brands should work for it. So, in order to retain customers these factors must be taken into consideration.

5. CONCLUSION

From the above study we came to know that majority of the CRM practices such as quality of service, brand image, trust, price fairness, customer's expectations, customer satisfaction, and customer loyalty except promotional and marketing strategies, relationship development of the telecom company like BSNL and JIO are independent of employment and these services are not designed while keeping the employment factor in mind. Also, we came to know that Customer satisfaction is independent w.r.t switching of sim.

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