

A

Project Report on

“CONSUMER RELATIONSHIP MANAGEMENT”

AT

“NEW KEERTHI MOTORS SHOWROOM”



Palamuru University

This project Report submitted in partial fulfillment of the requirement for the award of the Degree of “BACHELOR OF COMMERCE”

2021-2022

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UNDER THE ESTEEMED GUIDENCE OF

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DR.BRR DEGREE & PG COLLEGE

(Affiliated to Palamuru University)

Jadcherla Mahabubnagar

CERTIFICATE

DEPARTMENT OF COMMERCE

This is to certify that this project work entitled

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Submitted by

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Of Dr.BRR Govt. Degree College, Jadcherla, Mahabubnagar in partial fulfillment of the requirement for the award of the Degree of Bachelor of Commerce, Palamuru University. This project has not been submitted to any other University or Institution for the award of any UG B.Com/Certificate.

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DR.K. MANJULA

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EXTERNAL EXAMINER

INTERNAL EXAMINER

DECLARATION

I hereby declare that the project work entitled “**CUSTOMER RELATIONSHIP MANAGEMENT for NEW KEERTHI MOTORS**” submitted by me to the Department of Commerce is a bonofide work done by me and it is not submitted to any other university to institution for the award of UG B.COM/certificate or published any time before, under the guidance of **DR. K. MANJULA [Assistant professor]**

The project embodies the result of original work and studies carried out by me and the contents of the project do not form the basis for the award of any other degree to me.

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HOD **DR. K.MANJULA** and My project guide **Dr.K.MANJULA,(Assistant Professor)** For the kind encouragement and constant support extended completion of this project work from the bottom of my heart.

I am also thankful to all those who have incidentally helped me, through their valued guidance, Co-Operation and unstinted support during the course of my project.

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CHAPTER-I

INTRODUCTION

Hero Moto Corp earlier also known as “Hero Honda” is one of India’s first motorcycle manufacturers. The company has seen many ups and downs throughout their life span up till now. It is clear that the motorcycles by Hero are built to last. They are majorly known for their fuel economy and cost.

The company owns a market share of about 46% in India in the two-wheeler category. Lt. Bajaj Mohal Lal Munjal the founder of Hero Moto Corp took the company to new heights. The company has never failed with their promises of fuel efficiency.

- History of Hero MotoCorp | before the birth of a Legend

Ludhiana, Punjab is where everything came alive. In 1956 a still renowned brand “Hero Cycles” came into power. Soon after Munjal brothers founded the cycle company in 1975 it became the largest manufacturer of bicycles in the entire nation.

Nobody could stop the attention of international automakers “Hero Cycles” grabbed. After that came the Honda of Japan in 1983. Both of the brands were class-leading in their nations. Hero and Honda had to come to a conclusion and contracts where they collaborated. Soon after their alliance the very next year, in 1984 Hero Honda was born.

Honda chose Hero in India because of its wide network and the quality of the products produced by the company. Well, Honda’s decision was spot on and by 2001 Hero Honda motorcycles became the largest motorcycle manufacture globally.

First motorcycle (CD100) | Fill it, Shut it, Forget it!!

The Joint venture of Hero and Honda produces some iconic motorcycles. One such motorcycle was
From Wikipedia, the free encyclopedia

Hero MotoCorp Limited



<u>Type</u>	<u>Public</u>
<u>Traded as</u>	<u>BSE: 500182</u> <u>NSE: HEROMOTOCO</u> <u>NSE NIFTY 50 Constituent</u>
<u>ISIN</u>	<u>INE158A01026</u>
<u>Industry</u>	<u>Automotive</u>
<u>Founded</u>	<u>19 January 1984; 38 years ago</u>
<u>Founder</u>	<u>Brijmohan Lall Munjal</u>
<u>Headquarters</u>	<u>New Delhi, India</u>
<u>Key people</u>	<u>Pawan</u> <u>Munjal (Chairman, MD & CEO)^[1]</u>
<u>Products</u>	<u>Motorcycles</u> <u>Scooters</u>
<u>Production output</u>	<u>7,587,130 units (2018)</u>
<u>Revenue</u>	<u>₹31,517 crore (US\$4.1 billion)</u> <u>-(2021)^[2]</u>
<u>Operating income</u>	<u>₹3,895 crore (US\$510 million)</u> <u>-(2021)^[2]</u>

Net income	₹2,982 crore (US\$390 million) (2021) ^[2]
Total assets	₹22,161 crore (US\$2.9 billion) (2021) ^[2]
Total equity	₹15,198 crore (US\$2.0 billion) (2021) ^[2]
Number of employees	8,599 (2020) ^[2]
Parent	Hero Motors Company
Website	Hero Motocorp

Hero MotoCorp Limited, formerly **Hero Honda**, is an Indian multinational motorcycle and scooter manufacturer headquartered in New Delhi. The company is one of the largest two-wheeler manufacturers in the world as well as in India where it has a market share of about 37.1% in the two-wheeler industry. As of 27 May 2021 the market capitalization of the company was ₹59,600 crore (US\$7.8

History

billion)

Hero Honda started its operations in 1984 as a joint venture between Hero Cycles of India and Honda of Japan. In June 2012, Hero MotoCorp approved a proposal to merge the investment arm of its parent Hero Investment Pvt. Ltd. with the automaker. This decision came 18 months after its split from Hero Honda

"Hero" is the brand name used by the Munjal brothers for their flagship company, Hero Cycles Ltd. A joint venture between the Hero Group and Honda Motor Company was established in 1984 as the Hero Honda Motors Limited at Dharuhera, India. Munjal family and Honda group both owned a 26% stake in the company.

During the 1980s, the company introduced motorcycles that were popular in India for their fuel economy and low cost. A popular advertising campaign based on the slogan 'Fill it – Shut it – Forget it' that emphasized the motorcycle's fuel efficiency helped the company grow at a double-digit pace since inception. In 2001, the company became the largest two-wheeler manufacturing company in India and globally. It maintains global industry leadership to date. The technology in the bikes of Hero Motocorp (earlier Hero Honda) for almost 26 years (1984–2010) has come from the Japanese counterpart Honda.

Termination of Honda joint venture and the renaming



Hero Honda Passion



Hero Karizma R

By December 2010, the board of directors of the Hero Honda Group had decided to terminate the joint venture between Hero Group of India and Honda of Japan in a phased manner. The Hero Group would buy out the 26% stake of the Honda in JV Hero Honda. Under the joint venture, Hero Group could not export to international markets (except Nepal, Bangladesh and Sri Lanka) and the termination would mean that Hero Group could now export. From the beginning, the Hero Group relied on their Japanese partner Honda for technology

Honda exited the joint venture through a series of off-market transactions by giving the Munjal family, which held a 26% stake in the company. Honda, wanting to focus only on its independently owned two-wheeler subsidiary, Honda Motorcycle and Scooter India (HMSI), exited Hero Honda at a discount and got over ₹6,400 crore (equivalent to ₹120 billion or US\$1.6 billion in 2020) for its stake. The discount was between 30% and 50% to the current value of Honda's stake as per the price of the stock after the market closed on 16 December 2010.

The rising differences between the two partners gradually emerged as an irritant. Differences had been brewing for a few years before the split over a variety of issues, ranging from Honda's reluctance to fully and freely share technology with Hero (despite a 10-year technology tie-up that expired in 2014) as well as Indian partner's uneasiness over high royalty payouts to the Japanese company. Another major irritant for Honda was the refusal of Hero Honda, mainly managed by the Munjal family, to merge the company's spare parts business with Honda's new fully owned subsidiary, HMSI.^[12]

Operations

Hero MotoCorp has five manufacturing facilities based at Dharuhera, Gurugram, Neemrana, Haridwar, and Halol . These plants together have a production capacity of over 76lakh (7.6 million) 2-wheelers per year. Hero MotoCorp has a sales and service network with over 6,000 dealerships and service points across India. It has had a customer loyalty program since 2000, called the Hero Honda Passport Program which is now known as Hero Good Life Program.¹ As of 31 March 2020, the company has an annual capacity of 9.1 million units in its 8-world class manufacturing facilities. Apart from these manufacturing facilities the company also has 2 state of the art R&D facilities, in Germany & Jaipur respectively.

It is reported that Hero MotoCorp has five joint ventures or associate companies, Munjal Showa, AG Industries, Sunbeam Auto, Rockman Industries and Satyam Auto Components, that supply a majority of its components.

As of March 2013, the company has sold over crore (70 million) 2-wheelers since its inception in 1984. It sold 60.7lakh (6.07 million) 2-wheelers in 2012, out of which 55lakh (5.5 million) were motorcycles. Hero MotoCorp sells more two-wheelers than the second, third, and fourth-placed two-wheeler companies put together. Its most popular bike, the Hero Splendor sells more than 10lakh units per year.

The company has a stated aim of achieving revenues of ₹64,000 crore (equivalent to ₹780 billion or US\$10 billion in 2020) and volumes of 10lakh two-wheelers by 2016–17. This is in conjunction with new countries where they can now market their two-wheelers following the disengagement from Honda. Hero MotoCorp hopes to achieve 10% of its revenues from international markets, and they expected to launch sales in Nigeria by end-2011 or early-2012. Hero MotoCorp launched X Pulse 200 adventure motorcycle in India on 1 May 2019, along with the X Pulse 200T touring motorcycle.

In 2019, Hero MotoCorp sold more than 78lakh (7.8 million) units, which is the highest by any two-wheeler company in the world. It registered its best-ever monthly performance by selling 7,69,000 units in the month of September 2018. In the April - June 2018 quarter (non-festive time), the company registered its best-ever quarterly performance by selling more than 21lakh (2.1 million) units.

In January 2021, Hero MotoCorp production exceeded 100 million. As of 2021, Hero is the only Indian automobile brand to exceed 100 million in production. In February 2021, Hero MotoCorp sold 484,405 units with 0.9 percent growth.

Hero MotoCorp has launched an online virtual showroom. The virtual showroom would enable customers to discover, engage and purchase the company's motorcycles and scooters digitally.

Employees

As of 31 March 2014, the company had 6,782 employees, out of which 66 were women (1.1%). It also had approx. 13,800 temporary employees on that date. The company had an attrition rate of 5.1% in the FY 2012–13. The company spent ₹8,210 crore (equivalent to ₹130

billion or
US\$1.7 billion in 2020) on employee benefits during the FY 2012–13.

Awards and recognition

- The 2006 Forbes list of the 200 World's Most Respected Companies had Hero Honda Motors ranked at #108.
- The Brand Trust Report published by Trust Research Advisory has ranked Hero Honda in the 7th position among the most trusted brands in India
- It received the 'Best Value for Money Bike Maker' and 'Best Advertising' in the Two Wheelers Category at the Auto India Best Brand Awards 2012.

Initiatives

The company started Raman Kant Munjal Foundation (RKMF), in 1992 when it was known as Hero Honda Motors Ltd., that looks after:

- Raman Munjal Vidya Mandir (Educational Institution)
- BML Munjal University

During the financial year, the company spent ₹1.4 crores) on corporate social responsibility.

Sponsorship

Hero has been the sponsor of the Caribbean Premier League, a twenty-20 cricket franchise, since 2018. Hero also sponsors India's top men's football leagues (Indian Super League and I-League), I-League Qualifiers, Futsal Club Championship, women's top-tier Indian Women's League, Senior NFC for Santosh Trophy and the domestic Super Cup. They are also the principal sponsors of all India national and developmental football teams kits. Since 2014, Hero has sponsored the Hero World Challenge golf tournament. Hero also sponsors two British events on the Golf European Tour: English Open (known as the Hero Open) and the Betfred British Masters.

Objectives

As part of this project, we will be concentrating our analysis on the follow focal points.

- Study market share of each brand (Hero, Honda & Other competitors)
- Study of motorcycle share of each brand (segment wise)
- Study of scooter market share
- Study on consumer preferences / perception (Focus on hero & honda)
- Study on impact of brand on buying pattern.

Scope

- Company will come to know what attracts.
- Company as well as dealers of hero motor corp and hero will come to know that which are the criterias customer looks for before buying bikes.
- Company and dealers will also come to know the future changes o which will be

require to satisfy customers needs and wants

Need for the study

- Customer relationship management plays a major role for the growth of the company in the modern market scenario.
- In the case of Hero Motor India Limited bikes industry due to different network services providers there is a huge competition, to compete with the competition customers relation plays a major role for any company.
- The purpose of customer relation is not only for retaining the customers but also attracting new customers and increasing the sales and also creating and maintenance of brand awareness.
- Customer perceptions attitudes and views regarding the products and services, along with suggestions assume greater importance in the light of new entries and potential competitors, this study is an attempt that directs to facilitate the management in marketing their future decisions in promoting and creating a good image in the society.

Research Methodology

A research design is simply a plan for study in collecting and analyzing the data. It helps the researcher to conduct the study in an economical method and relevant to the problem.

- Research methodology is a systematic way to solve a research problem. The methodology should combine economy with efficiency.
- The scope of the study is confined to selected Company

Correlation: Correlation is a statistical measure that indicates the extent to which two or more variables fluctuate together. A positive correlation indicates the extent to which those variables increase or decrease in parallel; a negative correlation indicates the extent to which one variable increases as the other decreases.

Regression:

A technique for determining the statistical relationship between two or more variables where a change in a dependent variable is associated with, and depends on, a change in one or more independent variables.

There are two types of data.

Primary data:

primary data is that data is collected for the first time. These data are basically observed and collected by the researcher for the first time. I have used primary data for my project work,

Secondary data:

secondary data are those which are primarily collected by the other person for his own purpose and now we use these for our purpose secondly.

Data collection:

The information will be collected through questionnaire and personal Interview the information will be know by company service sheet and free service sheet.

Data analysis procedure:

The study conducted Will be analyse exploratory and description.

Exploratory:

Exploratory research (or ER) is an examination into a subject in an attempt to gain further insight. With ER, a researcher starts with a general idea and uses research as a tool to identify issues that could be the focus of future research.

Description:

A detailed account of the certain or salient aspects, characteristics, or features of a subject matter or something seen, heard, or otherwise experienced or known. See also definition and explanation.

Limitations

- constraint is unavoidable limitation of my study.
- Financial problem is also there in completing this project in a proper way.
- As no work has been done earlier in this regard so scarcity of secondary data is also there.
- Inadequate disclosure Of information is also the problem.

CHAPTER-II

LITERATURE REVIEW & THEORITICAL FRAMRWORK

2.1 Literature review

The purpose of this paper is to evaluate the service quality in retail banking in the Middle Purpose- East in general, and Qatar in particular, based on different levels of customers 'perception regarding service quality, customers 'perceptions vary according to the nature of service. In this case, the highest customers 'perceptions are demonstrated in the tangibles area such as infrastructure facilities of the bank, followed by the empathy area such as timing of the bank and returns on deposit. On the other hand, the lowest perceptions are in the competence area, such as the method of imposing service charges followed by reliability, such as customers' guidance. Because of the wide variation of responses, the banks need to consider the weak areas in order to meet customer requirement. Yingai Robert goedegebuure, Beatrice van der Heijden, (25 February 2015), This study proposes a mediation model that links customer perceived service value to customer loyalty via customer satisfaction Results show that customer satisfaction does play a medjating role upon the relationship between customer perceived service value and customer loyalty, This study suggests the customer perceived service quality has a significant effect upon customer satisfaction customer perception of relational benefits has a positive impact upon customer satisfaction, with trust being the most important indicator customer satisfaction is positively related with loyalty in terms of positive word of mouth, willingness to pay more and to stay with the business. Taruna, (2017), States that internet has changed the traditional way of customers shopping and buying goods and services. In this rapidly changing age and time, going digital' is the new trend. Every brick and mortar shop is now trying to create its online presence to stay ahead of the competition. Consumers use the internet not only for online shopping, but also to compare prices, product features and after sale service facilities. Online shopping also known as e-shopping is a form of electronic Commerce which allows Consumers to directly buy goods or services from a seller over the Internet using a web browser Customers are purchasing the goods and services online because it saves time, and more selection, for goods is available as com pare to offline shopping. The present research paper has used Quantitative method to study the consumer preferences towards online shopping. The data was collected through Questionnaires. This

research also aims to find out the key factors like age, gender, and various payment methods that affect the consumer behavior towards online shopping. Joyeeta Chatterjee, (2019) One of the significant marketing changes in the past decade involves the dramatic increase in the variety of ways in which consumers can express their identities. A key driver of this change has been the growth of one-to-one marketing and mass customization. This trend has led many companies to rebrand and reposition their products or services focusing on functional attributes to focusing on how they fit into a consumer's lifestyle. In the recent years, we have seen a growing trend of rebranding in India such as Vodafone, Airtel, Hero MotoCorp (erstwhile Hero Honda) to media channels to across different industries. This trend has compelled several business conglomerates to rebrand and get a makeover of their products and services. These organizations, while conducting the rebranding exercise, emphasize on concentrating on the functional attributes to how they fit into a consumer's lifestyle which are received very well by business houses. By revitalizing their brands, business houses are ready to face a tough challenge in the marketplace and earn a respectable market share too. The rebranding exercise of Hero MotoCorp provides fascinating insights. The drivers and methodology adopted by the two-wheeler manufacturer which includes the makeover of the brand architecture, brand name, brand logo and the positioning with the theme of creation, renewal and re-energizing the brand are worth mentioning. Fredrick Ahenkora Boamah, (2020), A major factor for customer satisfaction is quality service. Internet services have become more complex and exciting in the context of the global economy than ever. The study aimed at defining the quality of customer service and its effect on customers. The methods of the study made use of the survey method. Thus, the use of quantitative primary data collected from the field. The method of non-probability sampling was also used. 150 respondents in total was used and all 150 being customers. The 150 respondents was chosen by the use of accidental non-probability sampling. The study showed that the connection between consumer and tangibility satisfaction was statistically significant.

CHAPTER-III

COMPANYPROFILE

3.1 Company profile

NEW KEERTHI MOTORS:-

Hero Motocorp Limited is an Indian multinational vehicle manufacturing company. The company headquarter is in New Delhi, India. is the world's largest manufacturer of two – wheelers, based in India. It achieved the coveted position of being the largest two-wheeler manufacturing company in India and also, the 'World No.1' two-wheeler company in terms of unit volume sales in a calendar year. The company brand is "Hero", building and promoting brand will be central to all its initiatives, utilizing every opportunity and leveraging its strong presence across sports, entertainment and ground-level activation.

Points	Information
Company Name	Hero Motocorp Limited
Founder Name	Brijmohan Lall Munjal
Owner	Munjal family (with 39.92% stack)
Date of Establishment	19 January 1984
Establishment Place	Dharuhera, Haryana, India

Revenue	INR 29614.43 Crores
CEO	Pawan Munjal
Registered Address	The Grand Plaza, Plot No.2, Nelson Mandela Road, Vasant Kunj – Phase -II, New – 110070 India
Telephone No.	91-11-46044200
Fax	91-11-46044399
Company Status	Active
Website	www.heromotocorp.com

CHAPTER-IV

DATA ANALYSIS & INTERPRETATION

DATA ANALYSIS

1).How do you come to know about Hyundai Motor company?

- Advertisements
- Dealers
- Marketing team
- Company Layout

The customers were enquired about the source of awareness with regard to the showroom. This will help to know as to which source is playing a major role in creating awareness among the customers. Let's see the responses.

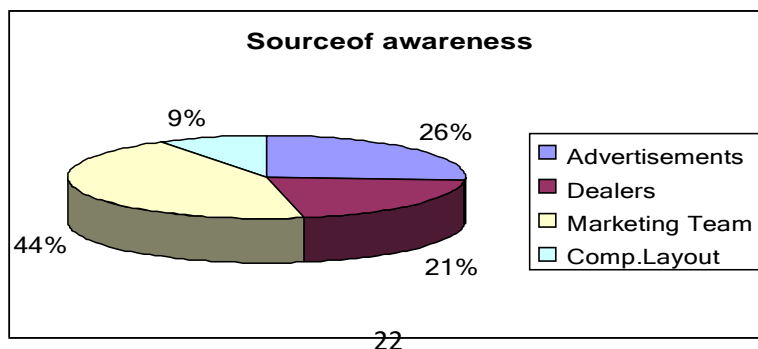
Source of Awareness.

Table 1

Awareness	In numbers	In percentage
Advertisements	26	26
Dealers	21	21
Marketing Team	44	44
Comp. Layout	9	9
Total	100	100

Source of Awareness .

Chart 1



Interpretation: Out of the responses obtained from 100 customers ,44% said that they became aware of the showroom through the “marketing team” set up by the showroom owner.26% said the source was “advertisements”,21% said “dealers” only 9% said it is “company layout”

2).Do you own a bike? Yes/No.

If yes, please specify_____.

The following table is regarding the number of people out of the sample who possessed a bike. This would be useful in comparing the responses of the people who already own a bike with those of whowere buying a new bike. Let’s see responses.

Possessing a Bike.

Table 2

Possessing a bike	In numbers	In percentage
Yes	81	81
No	19	19
Total	100	100

Chart 2

Possessing a bike

Interpretation: Out of the 100 respondents 81% of them were found to “possess” a car and rest was those who were planning to buy one”.

3.How do you find the ambience of this showroom?

- Excellent
- Pleasant
- Usual

The other factor which needs attention is the “ambience” of the showroom. This will help to knowas to how the customers perceive this particular showroom in comparison with other showrooms.

Let's see the responses

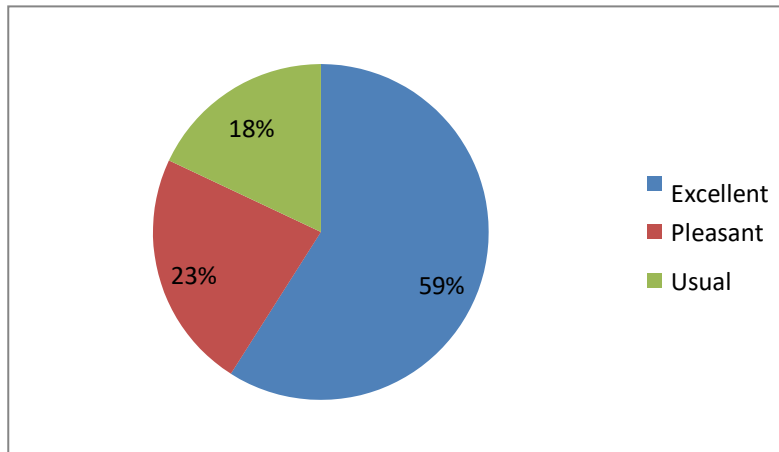
Ambience of the showroom

Table 3

Ambience	In numbers	In percentage
Excellent	59	59
Pleasant	23	23
Usual	18	18
Total	100	100

Ambience of the showroom.

Chart 3



Interpretation: From the above chart it can be seen that 59% of respondents opt that the ambience of the showroom is “excellent and lively”, 23% of them found it “pleasant” and very less i.e,18% of them stated it to be “usual”

4). How do you feel the staff responsiveness when you enter the show room?

- Cooperative
- Responsive
- Uncooperative

One of the major factors which has a great role in “CRM” is “Staff response” with regard to a customer query or grievance. Let's see the responses.

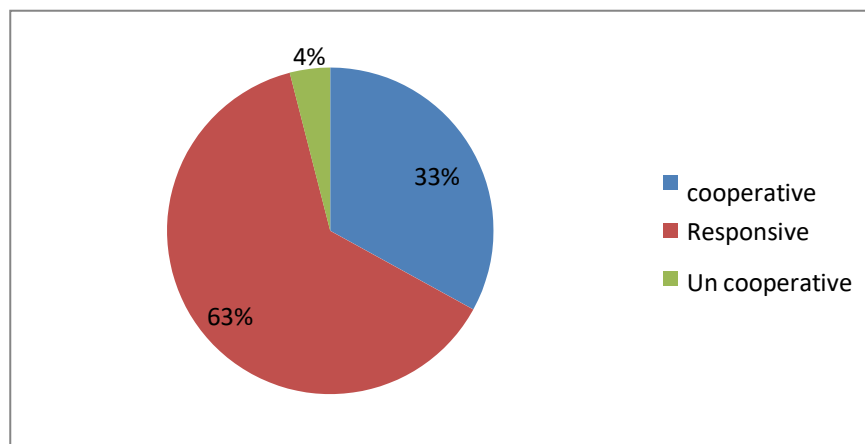
Staff Responsiveness

Table 4

Staff Response	In numbers	In percentage
Cooperative	33	33
Responsive	63	63
Uncooperative	4	4
Total	100	100

Staff Responsiveness

Chart 4



Interpretation: The above chart shows that, most of the customer i.e,33% of them found the showroom staff to be very “cooperative” and a major percentage i.e63% of them felt the staff is “responsive” than cooperative.(respond only when asked, without having any personal initiation)and 4% of them rated the staff to be “uncooperative”.

5). What do you feel about the time taken by the customer care dept of this showroom in meeting your needs?

- Very Quick
- Reasonable
- Delayed

The other factor having a vital role in “CRM” is the “time taken” in attending a customer query. A short time taken implies that “service is very quick”. Let’s see the responses.

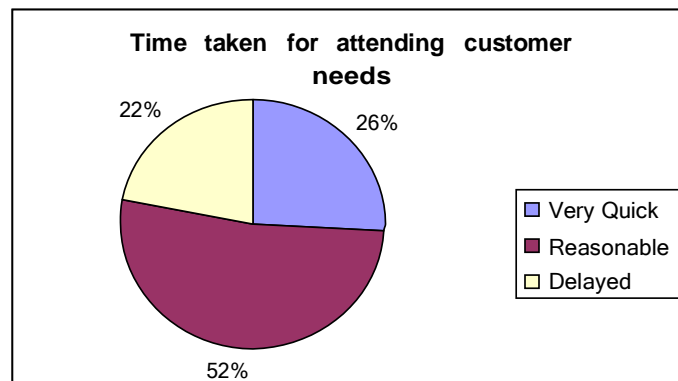
Time taken for attending customer needs.

Table5

Time Taken	In numbers	In percentage
Very Quick	26	26
Reasonable	52	52
Delayed	22	22
Total	100	100

Time taken for attending customer needs.

Chart 5



Interpretation: A look at the above chart shows that the “time taken” is reasonable as stated by 52% of the respondents.26% of them found it to be “very quick”.22% said it is “delayed”. This needsto be considered very seriously.

6).How do you find the sales executives explanation about the car features?

- Convincing
- Satisfactory
- Unless asked

The following table is regarding “sales executive” role in explaining the features of the car to customer. This helps to know how effective he is in his job . Let’s see the responses.

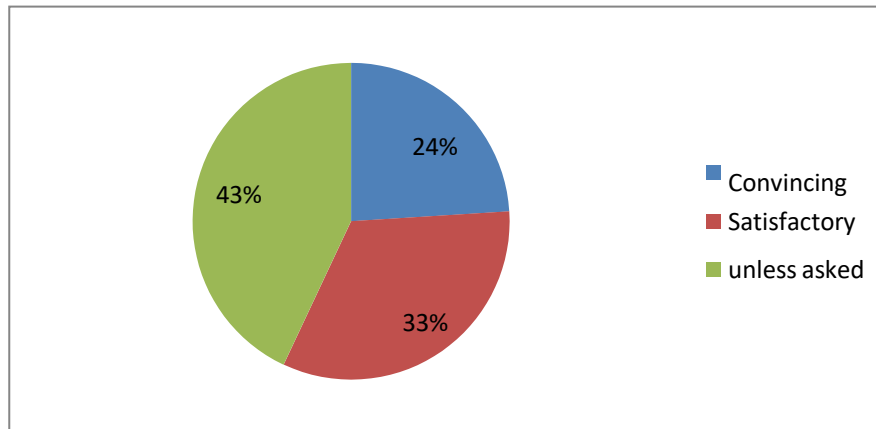
Sales Executive performance.

Table 6

Explanation	In numbers	In percentage
Convincing	24	24
Satisfactory	33	33
Unless asked	43	43
Total	100	100

Sales Executive performance

Chart 6



Interpretation:

Out of the 100 respondents, 24% of them felt the explanation to be “convincing”, 33% felt it as “satisfactory” and major percentage i.e, 43% feel it to be “not convincing”. According to them “sales executive” doesn’t explain all the features “unless asked”. This kind of responses needs to be considered with seriousness.

7) How are the financial facilities provided by this showroom compared with the other’s?

- Convenient
- Moderately convenient
- Inconvenient

The following table is regarding the customer convenience with regard to the “financial facilities” provided by the showroom. Lets see the responses.

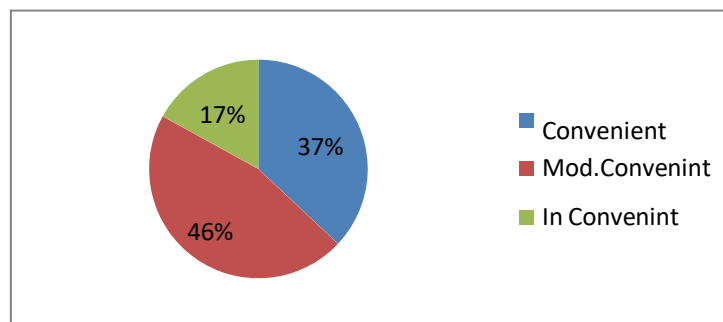
Financial facilities customer convenience

Table 7

Financial facilities	In numbers	In percentage
Convenient	37	37
Mod. Convenient	46	46
Inconvenient	17	17
Total	100	100

Financial facilities customer convenience

Chart 7



Interpretation

From the responses it can be understood that the financial facilities provided by the showroom are perceived by 46% of respondents as “moderately convenient”, 37% feel them to be “convenient”. Very few i.e. 17% feel them to be “inconvenient”.

8).How do you find the processing time taken here for the financial facilities provided?

- Simple
- Moderate
- Very complex

This table is regarding the processing procedure involved in providing these financial facilities. This may help in making the procedure more customer friendly, less time consuming. Let's see the responses.

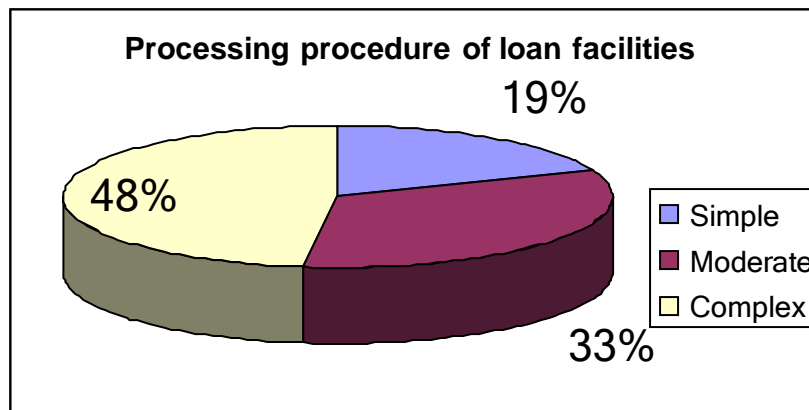
Processing procedure of loan facilities.

Table 8

Processing procedure	In numbers	In percentage
Simple	19	19
Moderate	33	33
Complex	48	48
Total	100	100

Processing procedure of loan facilities.

Chart 8



Interpretation:

A look at the above chart shows that “processing procedure” involved for availing these financial facilities are “very complex” as stated by 48% of the respondents. 33% stated it to be “moderate”. Only 19% of them stated it to be “simple”.

9). How do you find the ability of our showroom compared to other’s in the city?

- Excellent
- Good
- Satisfactory
- Poor
- Very Poor

Customer opinion about the after sales service is a major indicator of the effectiveness of “CRM” in this showroom. Let’s see the responses.

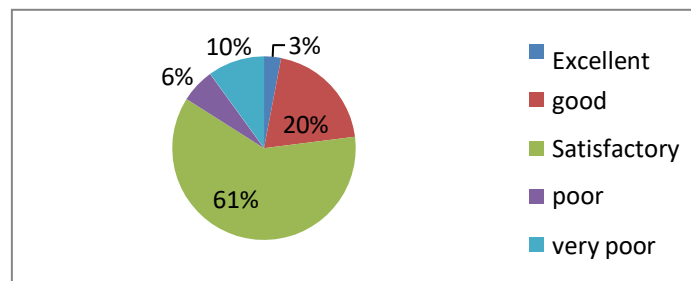
After sales service customer opinion

Table 9

After sales service	In numbers	In percentage
Excellent	3	3
Good	20	20
Satisfactory	61	61
Poor	6	6
Very poor	10	10
Total	100	100

After sales service customer opinion.

Chart 9



Interpretation: As much as 61% of the respondents stated the “after sales service” to be satisfactory. This shows that the after sales service is not much effective as stated by the respondents. 20% of the respondents said that it was “good”, only 3% as excellent. What needs topay attention is almost 16% found it to be “poor”.

10). Will you suggest this showroom to your friend’s/relatives

- Yes
- No

The following table is regarding the customer likeliness in suggesting this showroom to other friends. This is an indicator of customer satisfaction also. Let’s see the responses.

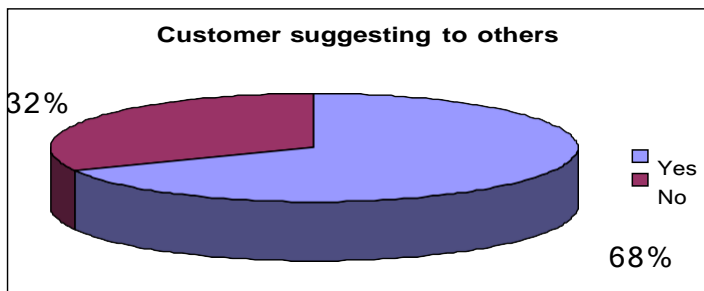
Customer suggesting to others.

Table 10

Suggesting to friends	In numbers	In percentage
Yes	68	68
No	32	32
Total	100	100

Customer suggesting to others.

Chart 10



Interpretation:

A look at the chart shows that, 68% of the customers are very likely to suggest this showroom to their friends/relatives. The 32% of the customers who are reluctant to suggest this showroom are those who didn't find the after sales service to be "good".

11).How do you find the ability of our showroom compared to other's in the city?

- Excellent
- Good
- Satisfactory
- Poor
- Very poor

This table is regarding the customer opinion about the ability of showroom in meeting the customer needs and expectations. Let's see the responses.

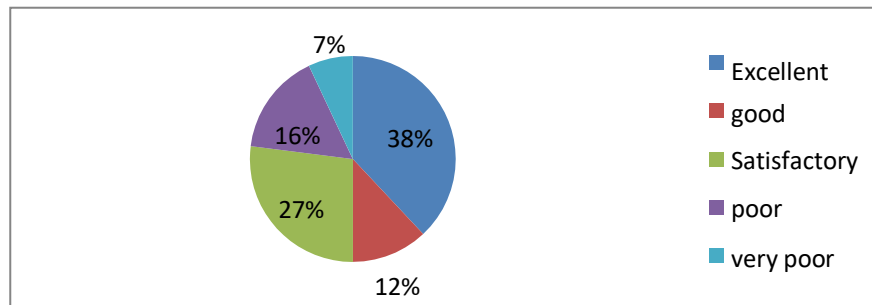
Ability of showroom.

Table 11

Ability of Showroom	In numbers	In percentage
Excellent	38	38
Good	12	12
Satisfactory	27	27
Poor	16	16
Very poor	7	7
Total	100	100

Ability of showroom.

Chart 11



Interpretation: From the above chart it can be seen that , 38% of the rated it as excellent as compared to other showrooms. Another majority of respondent's i. e, 27% of them stated it as "satisfactory". Almost 46% of the respondents said it is "poor".

12).How is your overall experience with this showroom?

- Excellent
- Good
- Satisfactory
- Poor
- Very Poor

The following table is regarding Overall experience of the customer with this showroom. This is a clear indicator of the effectiveness of "CRM" of this showroom. Let's see the responses.

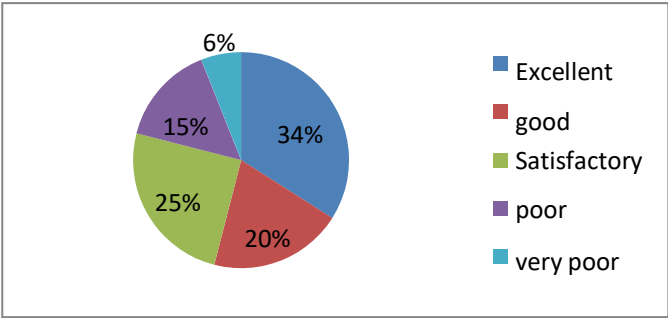
Overall experience of customers.

Table12

Overall experience	In numbers	In percentage
Excellent	34	34
Good	20	20
Satisfactory	25	25
Poor	15	15
Very poor	6	6
Total	100	100

Overall experience of customers

Chart 12



Interpretation: Out of the 100 respondents ,34% have stated their experience as “excellent”, 20% as “good”,25% as “satisfactory”. And on overall 42% have stated it as “poor”. This shows that on thewhole customers are just “satisfied” with the services offered at this showroom.

13).Do you communicate results your customer satisfaction surveys regularly throughout the company?

- A).Yes
- B).No

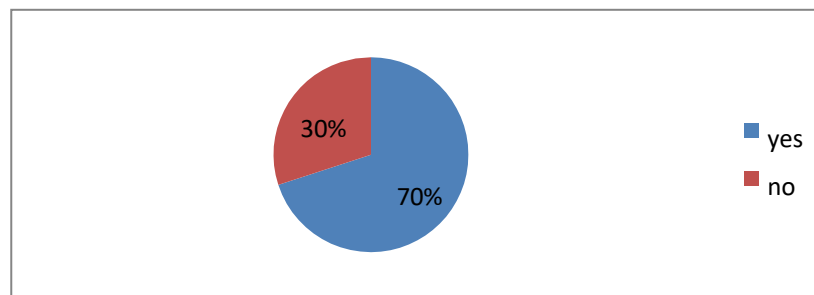
Communicate results the customer surveys thoughts

TABLE 13

Customer Satisfaction	In numbers	In percentage
Yes	70	70
No	30	30
Total	100	100

Communicate results the customer surveys thoughts

Chart 13



Interpretation:

Out of 100 respondents ,70% have started their customer satisfaction as yes. As 30% No. this show customer's survey regularly is good.

14).Do you actively seek out customer comments and complaints?

- A).Yes
- B).No

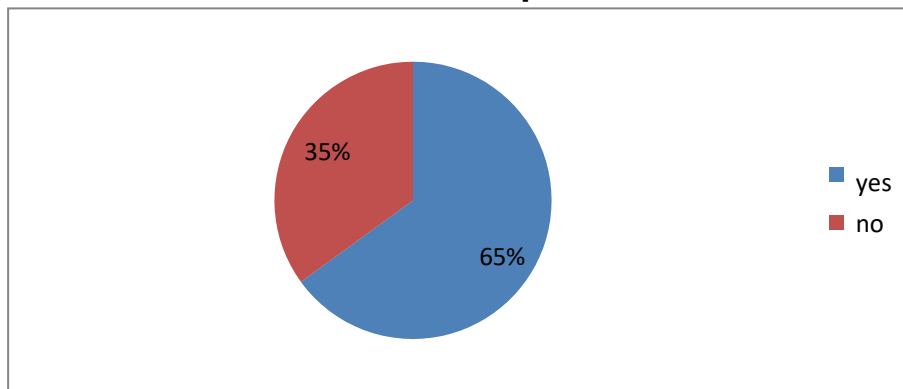
Out customer's comments and complaints.

Table 14

Comments & Complaints	In numbers	In Percentage
Yes	65	65
No	35	35
Total	100	100

Out customers comments and complaints.

Chart 14



Interpretation :

Out of the 100 respondents 65% have started their comments and complaints as Yes. As 35% No.this show customers comments and complaints.

15).How do you get customer comments and complaints'?

- A).Face to face interview
- B).Toll free numbers, formal surveys
- C).Others means

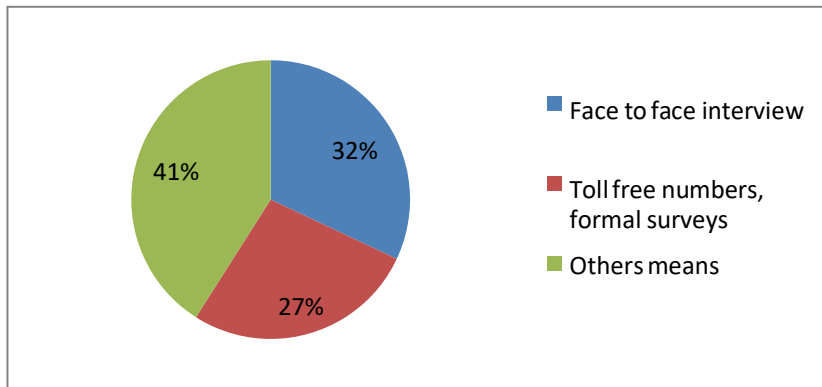
Get the customer comments and complaints.

Table 15

Comments & Complaints	In numbers	In Percentage
Face to face interview	32	32
Toll free numbers, formal surveys	27	27
Others means	41	41
Total	100	100

Get the customer comments and complaints.

Chart 15



Interpretation

Out of the 100 respondents have started their 32% face to face interview. As 27% toll free numbers, formal surveys. As 41% other means. This show get customers comments and complaints.

16).How do you get information the customers

- A).Face to face interviews
- B).Surveys.
- C).Any other means

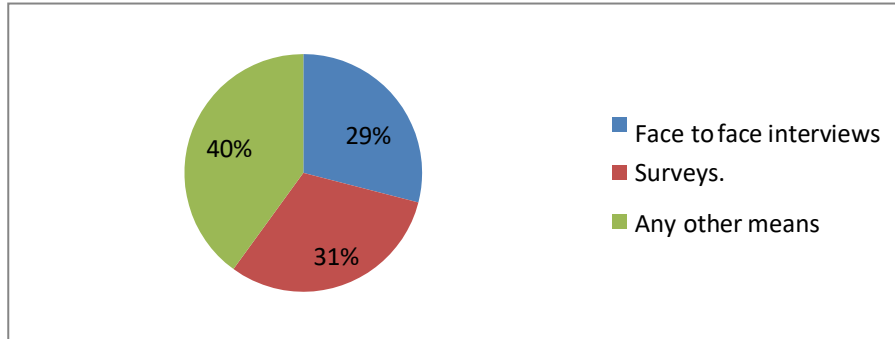
Get the information the customers.

Table 16

Information	In numbers	In percentage
Face to face interviews	29	29
Surveys.	31	31
Any other means	40	40
Total	100	100

Get the information the customers

Chart 16



Interpretation:

Out of 100 respondents have started their 29% face to face interviews. As 31% get to information surveys. As 40% get information any other means

CHAPTER-V

FINDINGS SUGGESTIONS & CONCLUSION

FINDING

From the responses of 100 customers the findings can be listed as:

1. It has been found that the marketing team appointed by the showroom authority has played a major role in creating awareness among the people. A few stated that they came to know about this showroom through advertisements.
2. The important area of “CRM” staff response is found to be “responsive” rather than cooperative. It seems “staff” doesn’t respond until asked for. This may have negative impact on the perception of the customers about this showroom.
3. Time taken to provide the services required by the customers is considered as “reasonable” by most of the passengers, almost 52% .Only few said it is “quick”.
4. It seems most of the customers found the “sales executive explanation” just “satisfactory” than “convincing”. Few(86out of 200) even stated that sales executives doesn’t explain all the features unless asked.
5. The “financial facilities” offered by the showroom seems to be Moderately convenient .But few others also stated them to be “inconvenient”. Inconvenient because of the affordability.
6. The processing procedure is considered by(48% of respondents) as very complex & time consuming. They don’t find it very convenient.
7. The “after sales service” is stated by most i.e.61% as “satisfactory” and a very few stated it as “excellent” and “good”.16% have even stated it to be “poor” which needs to be considered seriously.
8. The availability of varied colours in this showroom seems to be very wide as stated by 67% of respondents. It shows that customer is given a big choice in matter of colour of the car.
9. The ability of showroom in maintaining recent models, quick staff, ambience etc all these features are found to be “excellent” as stated by 38% of the passengers.27% have stated it to be “satisfactory”. It is also observed that 23% find it to be “ poor ”.
10. The overall experience of the customer is found to be “excellent” as stated by 34% of the respondents. Very few rated their experience as “poor”. The factors behind the opinion need to be analyzed.

SUGGESTIONS

An attempt has been made to suggest to the CRM department of the showroom a few measure. These recommendations have been made within the purview of the data available.

1. The staff should be trained on regular basis, such that customers find them very cooperative.
2. The time taken in providing the required service by the customer should be minimum. Prompt, effective and less time consumptions are the important factors which determine customer relationship management.
3. The sales executive should be trained adequately so as to “convince” the potential buyers, because his performance on job has great impact on CRM.
4. The financial facilities should be more customer friendly .The less the complications, the more affordable for the customer.
5. The processing procedure needs to be made simple as much of the respondents stated it to be complex and time consuming.
6. After sales service should be more customized. A toll free facility should be introduced which help the customer to tell their problem .If possible a mobile unit can be maintained so that customer need not have to bring their car to the showroom in case of minor problems.
7. These days most of the people wish to have some graphics over their cars. This may be a mix of colour shades, some additional components etc. Showroom may try to provide these kind of customized solutions not requiring the customer to go at some other place.
8. Most people who buy cars wish to have fancy numbers. They spend considerable amounts to get these fancy numbers. Showrooms may work in this aspect and get into agreement with the registration office to provide these fancy numbers at a low cost.
9. More EMI schemes can be introduced as customer find it more convenient in paying a EMI .
10. A call to the customers at regular intervals to know the working of car so that prompt service can be provided in case of need.

Conclusion

Customer Relationship Management enables a company to align its strategy with the needs of the customer in order to best meet those needs and thus ensure long-term customer loyalty. However, in order to be successful in these aims, the different company departments have to work together and use measures in a coordinated fashion. This purpose is achieved via a customer database which is analyzed and updated using CRM software.

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- www.heromotocorp.com
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ANNEXURE

Questionnaire

1. How do you come to know about Hero Motor company?

- Advertisements
- Dealers
- Marketing team
- Company Layout

Do you own a
bike?

If yes, please specify _____

How do you find the ambience of this showroom?

- Excellent
- Pleasant
- Usual

2. How do you feel the staff responsiveness when you enter the show room?

- Cooperative
- Responsive
- Uncooperative

3. What do you feel about the time taken by the customer care dept. of this showroom in meeting your needs?

- Very Quick
- Reasonable
- Delayed

4. How do you find the sales executives explanation about the car features?

- Convincing
- Satisfactory
- Unless asked

5. How are the financial facilities provided by this showroom compared with the other's?

- Convenient
- Moderately convenient
- Inconvenient

6. How do you find the processing time taken here for the financial facilities provided?

- Simple
- Moderate

