



International Journal Of Scientific And University Research Publication

ISSN No **2017/2364**

Listed & Index with
ISSN Directory, Paris



Multi-Subject Journal



A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT AT LAKSHMI FORD, THANJAVUR

JONATHAN JOB || Final year MBA
Periyar Maniammai University
Thanjavur.

This paper is a study on the efficiency of post sales activity at Lakshmi Ford, Thanjavur. This study covers various aspects of the post sales service provided and

and suggest the organization findings, which they could improve furthermore. This is a descriptive research which is used to describe characteristics of a population or phenomenon being studied. It addresses the "what" question (what are the characteristics of the population or situation being studied?). This study contains specific recommendations for managers to improve their post-sales service. 84 samples were chosen by Convenient Sampling method for this study and the data were analysed through Simple Percentage Analysis and Chi-Square Test.

Post Sales Activity, CRM, and Customer Relationship Management at Lakshmi Ford, Thanjavur.

Lakshmi Ford Thanjavur have a strong CRM department from which they acquire data from customers and keep the customers well informed on all offers regarding new cars, offers and also taking care of existing customers by providing them with the best service post sales.

The scope of the study is to research on various aspects of the post sales service and provide valuable suggestions to the firm.

Sampling is the selection of some part of an aggregate to totality on the basis of which a judgment about the aggregate or totality is made. Convenient sampling was used in this project.

The sample chosen for this study is 84.

Questionnaire method

Simple percentage tools have been used to analyze the data and interpreted with the help of bar diagrams.

Chi-squared test of independence has been used as a statistical tool

Due to scarcity of time, the study was limited to 84 respondents

Some customers may be biased towards the company when answering the questions

Customers were constantly interrupted due to various reasons during the interview

5.1 DATA ANALYSIS & INTERPRETATION

5.1.1 EASE OF CONTACTING PERCENTAGE ANALYSIS THE SERVICE DEPARTMENT

Table 5.1.1T

Percentage	Respondents	Ease of contacting service department
41.66%	35	Excellent
54.76%	46	Good
3.57%	3	Average
0%	0	Poor
100%	84	Total

5.2 CONCLUSION

From the above figure it is clear that 41.66% of the customers feel the ease of contacting the service department is excellent, 54.76% feel it is good and 3.57% feel it is average.

مقدمة

Post-sales service is the provision of services, support and spare parts after making an initial sale. This often occurs in the provision of complex machinery which requires regular maintenance such as motor vehicles.

Post-sales service is a part of Customer relationship management (CRM). CRM is a system for managing a company's interactions with current and future customers. It often involves using excellent post sales service and technology to organize, automate and synchronize sales, marketing, customer service, and technical support.

03. REVIEW OF LITERATURE

Ali Iftikhar Choudhary & Syed Azeem, 2011, did a research which examines the impact of after sale service characteristics on customer satisfaction and to what extent does characteristics like delivery time, installation of product, warranty time of product, feedback implementations and quality of service provided satisfies customers? In this globalized market, organizations try to differentiate themselves, so they tend to provide value added services to its customers; according to their needs and wants.

Ruben Jönke, Universität Stuttgart, 2012, did a research on how after-sales service plays an instrumental role in dictating firms financial well being and competitiveness. Due to global competition, shrinking profits in primary products sales, and stagnating revenues, firms have expanded their after-sales businesses to boost sales, enhance profit, increase customer loyalty, and to differentiate their portfolio.

04. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it, we study the various steps that are generally adopted by a research in studying research problem along with the logic behind them.

To analyze the ease of access of the service department at Lakshmi Ford, Thanjavur.

To analyze the complaints understood by the service personnel when a car is given for service.

To analyze the value for money of service provided at Lakshmi Ford, Thanjavur.

To analyze the quality of service provided at Lakshmi Ford, Thanjavur.

To find any discrepancies in the post sales activities at Lakshmi Ford, Thanjavur.

customer.

5.2.1TABLE: T

otalT	orveEnd	goiF	torSpo-Ec	icsasCl	eldoMCar
35	5	8	10	12	5
46	5	5	16	20	4
3	0	1	2	0	3
0	0	0	0	0	2
0	0	0	0	0	1
84	10	14	28	32	otalT

Degree of freedom = 12

The table value of 5% level of significance is 21.03

As the calculated value is less than the table value, Null hypothesis is accepted.

Accepted. $4.1966 < 21.03$, **H₀ is accepted.**

E:INFERENCE

Hence the result shows the ease of contacting the service department is independent of the Ford car model used by the customer.

R MODEL USED BY THE AC N BETWEEN OITAICOSSA CUSTOMER AND COMPLAINTS UNDERSTOOD BY SERVICE PERSONNEL AT LAKSHMI FORD, THANJAVUR

The understanding of complaints by the service personnel is independent of the Ford car model used by the customer. **o(HNULL HYPOTHESIS)**

The complaints understood by the service personnel is dependent of the Ford car model used by the customer. **a(Alternative Hypothesis)**

5.2.2TABLE: T

otalT	orvea End	goiF	torSpo- Ec	icsasCl	eldoMCar
34	2	7	13	12	5
47	8	6	13	20	4
3	0	1	2	0	3
0	0	0	0	0	2
0	0	0	0	0	1
84	10	14	28	32	otalT

Degree of freedom = 12

The table value of 5% level of significance is 21.03

As the calculated value is less than the table value, Null hypothesis is accepted.

5.1.2 UNDERSTANDING COMPLAINTS BY SERVICE PERSONNEL

5.1.2TABLE T

entageercP	Respondents	nderstanding of U complaints by personnel
40.47%	34	Excellent
55.95%	47	Good
3.57%	3	Average
0%	0	Poor
100%	84	otalT

E:INFERENCE

From the above figure it is clear that 40.47% of the customers feel the understanding of complaints by the service personnel is excellent, 55.95% feel it is good and 3.57% feel it is average.

5.1.3 VALUE FOR MONEY FOR PAID SERVICE

TABLE 5.1.3

entageercP	Respondents	alue for money for V paid service
33.33%	28	Excellent
60.71%	51	Good
5.95%	5	Average
0%	0	Poor
100%	84	otalT

E:INFERENCE

From the above figure it is clear that 33.33% of customers feel the value for money for paid service is excellent, 60.71% feel it is good and 5.95% feel it is average.

5.1.4 QUALITY OF SERVICE PROVIDED

TABLE 5.1.4

entageercP	Respondents	uality of service providedQ
39.28%	33	Excellent
54.76%	46	Good
5.95%	5	Average
0%	0	Poor
100%	84	otalT

E:INFERENCE

From the above figure it is clear that 39.28% of customers feel that the quality of service provided is excellent, 54.76% feel it is good and 5.95% feel it is average.

5.2 ANALYSIS USING CHI-SQUARE TEST R MODEL USED BY THE AC N BETWEEN OITAICOSSA CUS- TOMER AND EASE OF CONTACTING THE SERVICE DEPART- MENT AT LAKSHMI FORD, THANJAVUR

The ease of contacting the service department is independent of the Ford car model used by the customer. **o(Null Hypothesis)**

The ease of contacting the service department is dependent of the Ford car model used by the customer. **a(Alternative Hypothesis)**

Degree of freedom = 12

5.3261 < 21.03, Ho is accepted.

The table value of 5% level of significance is 21.03

E:INFERENC

As the calculated value is less than the table value, Null hypothesis is accepted.

Hence the result shows the complaints understood by service personnel is independent of the Ford car model used by the customer.

3.6139 < 21.03, Ho is accepted.

R MODEL USED BY THE AC N BETWEENOITAICOSSA CUSTOMER AND VALUE FOR MONEY OF THE SERVICE PROVIDED AT LAKSHMI FORD, THANJAVUR

E:INFERENC

Hence the result shows the quality of service provided is independent of the Ford car model used by the customer.

The value for money of the service provided is):oull Hypothesis (HN independent of the Ford car model used by the customer.

The value for money of the service):aAlternative Hypothesis (H provided is dependent of the Ford car model used by the customer.

5.2.3TABLE: T

otalT	orveaEnd	goiF	toroSpEc	icsasCl	eldoMCar alue for V money)oint(P
28	4	6	10	8	5
51	6	7	16	22	4
5	0	1	2	2	3
0	0	0	0	0	2
0	0	0	0	0	1
84	10	14	28	32	otalT

استنتاج

With respect to the above study and the findings thereby, the company has a strong customer relationship management. The staff takes care of the customers very well and based on the survey the service is also found to be very good. With few more concerted efforts on improving the ease of contacting the service department, the organization can keep working their best to propel to a greater height in the field of customer relationship management through their post sales services.

Degree of freedom = 12

of the post sales service provided like:

The table value of 5% level of significance is 21.03

- Ease of contacting the service department
- Complaints understood by the service personnel
- Value for money
- Quality

As the calculated value is less than the table value, Null hypothesis is accepted.

is done efficiently no matter what Ford car model is owned by the customers at Lakshmi Ford, Thanjavur.

1.9977 < 21.03, Ho is accepted.

E:INFERENC

Hence the result shows the value for money of the service provided is independent of the Ford car model used by the customer.

R MODEL USED BY THE AC N BETWEENOITAICOSSA CUSTOMER AND QUALITY OF THE SERVICE PROVIDED AT LAKSHMI FORD, THANJAVUR

ref_str

The quality of the service provided is inde-):oull Hypothesis (HN pendent of the Ford car model used by the customer.

- 1 <http://link.springer.com/article/10.1007/s10551-012-1470-8>
- 2 <http://www.abstract.xlibx.com/a-other/129238-1-managing-after-sales-services-and-interfirmrelation.php>

The quality of the service provided is): aAlternative Hypothesis (H dependent of the Ford car model used by the customer.

5.2.4TABLE: T

otalT	orveaEnd	goiF	toroSpEc	icsasCl	eldoMCar uality of Q Service (Points)
33	3	8	9	13	5
46	7	5	17	17	4
5	0	1	2	2	3
0	0	0	0	0	2
0	0	0	0	0	1
84	10	14	28	32	otalT



IJSURP Publishing Academy

International Journal Of Scientific And University Research Publication

Multi-Subject Journal

Editor.

International Journal Of Scientific And University Research Publication



+965 99549511



+90 5374545296



+961 03236496



+44 (0)203 197 6676

www.ijsurp.com