

## **CRM AS DEFENSIVE STARTAGY:- A special reference to problems faced by the customers**

**Ms. Swati Aggarwal<sup>1</sup>**

**Mr. Anchit Jhamb<sup>2</sup>**

### **OBJECTIVES OF THE STUDY**

- 1) To understand the reasons for CRM
- 2) To Understand the problems faced by the customers
- 3) To Understand the alternatives for the CRM

### **INTRODUCTION**

As the competition has increased in market it has given the companies a pressure to perform in best manner to increase the profit share with increased number of loyal customer and huge share in market to sustain the jerks of competition from selling concept we have moved to marketing concept where every company has become pro-active as they only deliver what customer needs or based on their pro-active approach they sell by creating the demand but above all a seller needs a buyer and a loyal one so seller tries to make some kind of relationship with the buyer and in the same process they have developed a technique by the name of CRM(Customer Relationship Management) which acts as the bridge between company and customer to cover the gaps of any problem area and gets the information of the customer and try to get the feedback of the customer and try to maintain a relationship with that customer making him feel like he/she is talking to his/her own family member and hence helps to provide required information to the company and customer also feels satisfied that company is taking so much interest in his/her purchase and is caring for any problems and advising for better usage of product(if any) for the best results this is how company plays with the emotions of the customer and hence helping to achieve the loyal customer and also knowing the taste and interest of a particular segment of the society which again is beneficial for the company to reach the masses and hence giving a wider view to their futuristic plans and company plays in defensive mode.

### **Reasons for CRM**

- 1) To understand the need of customer and fulfil it
- 2) To help the customer for overcoming the problems

3) To ensure cope up with the technology

The above mentioned are some of the reasons that why company goes for CRM and hence deceiving the customer as they care for them the end result is to get into contact with the customer and offer them services and clear the doubts and to develop the loyal market for itself and way above all of it the companies are introducing the new posts of Customer Relationship Manager the person with the best skills to gain the confidence of the customer in such a manner that customer discloses all the problems and asks for the further advice and whenever he has to go for the purchase of same goods or services and from the same dealer and it is not like that every big organization is going for it small dealers are also doing the same as small dealers have more effect of competition. So the big giants and small dealers to give themselves an extra edge to themselves from the competitors and making them to play on back foot but everybody can't be like "THE WALL-Mr. Rahul Dravid" who could be good at defensive policies but even to be defensive is very risky because sometimes being defensive creates a negative impact and if CRM does not handled properly lands the company into the trouble. And in continuation with all the things above CRM acts like double edged sword if planned well and not executed then it is cost to company and if execution is done but the action not taken well then there is biggest threat of losing the customer. And before implementing CRM tool the company has to be very much strong with statistics related to their customer base and defining all those customers who are loyal despite of all the problems they are facing and after crossing this hurdle next point is if company is thinking for expansion in terms of customers then catering to the needs of already present customers will not do the job and if they cater to the needs and develop the products according to attract new customers then again it is the threat of losing the old and loyal customers so somewhere down the line if company works on the following points then it may be helpful for companies also to face the competition

- 1) Improve quality of products and services:- With the increase in competition every seller wants to get identified and hence the society is brimmed with numerous advertisements and almost every customer is aware with the quality standards and quality products so rather emphasizing on relations with customers company should emphasize on quality of products and services whatever they are offering to the customers
- 2) Improve product positioning:- As every company wants maximum customers for their business the company tries to provide maximum comfort to the customers related to their products and services so a good relation starts when your products and services are easily available and you are the door step to handle the problem so product should be positioned in such a manner that it is easily available to the customer.

- 3) Improve after sale service:- Special reference to products based industries the customer believes in the company which provides better service and in this modern world of technology if you as seller are not with your customer then surely you are going to lose the customer with customer's faith and the worst part is bad word to mouth and after that how much a seller tries to improve its image it will not be possible for the seller to do so
- 4) Catering to the needs:- Keep an eye to what customer is demanding and what actually is provided to the customer as first and in second part of the story try to identify the gap between what is demanded and what is provided third part try to cover that gap through your products and services and in the fourth part try to identify what improvement can be done or what improved features a customer can demand.
- 5) Improved advertisement quality and techniques:- The major objective of the advertisement is to make a long lasting impact on the minds of customer so try to identify the various techniques to remain in the minds of the customer and include maximum improved features of your product and services in minimum time and hence attracting more customers
- 6) Feedback sessions:- The routine call from the company to the customers for products and satisfaction regarding its usage and the complaints has motivated various mobile companies to provide DND services and hence a big gap between company and customer and customers are happy with these services of DND. So try and find out new techniques of feedback session and get the better results

So above points support the argument that instead of creating a relationship with customer try to find out the techniques to attract the customer through quality products and services instead of disturbing the customers in name of feedback and routine calling.

## **FINDINGS**

- 1) For the best results this is how company plays with the emotions of the customer.
- 2) knowing the taste and interest of a particular segment of the society
- 3) Giving a wider view to their futuristic plans and company plays in defensive mode.

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