

THE EFFECT OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) ON ORGANIZATIONAL PERFORMANCE: A CASE STUDY OF SANMATI FOOD PRODUCTS

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ABSTRACT

Customer relationship management (CRM) is a strategic approach that organizations use to build and maintain relationships with their customers. CRM encompasses all aspects of the customer's journey, from initial contact to post-purchase support.

The purpose of this study was to examine the association between strong organizational performance and customer relationship management at the Sanmati Food Products Pvt. Ltd. A systematic random sampling procedure was used to pick the willing participant from the different departments of Sanmati Food Products Pvt. Ltd.

The study found that there was a positive relationship between CRM and organizational performance. The study also found that the following CRM practices were particularly important for improving organizational performance:

- Customer segmentation: This involves dividing customers into groups based on their needs and preferences. This allows organizations to target their marketing and sales efforts more effectively.
- Data analysis: This involves collecting and analyzing customer data to gain insights into their behavior. This information can be used to improve the customer experience and increase customer loyalty.
- Customer service: This involves providing excellent customer service to ensure that customers are satisfied with their interactions with the organization.

The study's findings suggest that CRM can be a valuable tool for improving organizational performance. Organizations that implement CRM effectively are more likely to attract and retain customers, increase sales, and improve profitability.

I. INTRODUCTION

In today's competitive marketplace, organizations are constantly looking for ways to improve their performance. One way to do this is to implement customer relationship management (CRM) practices. CRM is a strategic approach that organizations use to build and maintain relationships with their customers. CRM encompasses all aspects of the customer's journey, from initial contact to post-purchase support.

The benefits of CRM are well-documented. Studies have shown that CRM can lead to increased customer satisfaction, improved customer loyalty, and increased sales. However, not all CRM implementations are successful. In order to be successful, organizations need to implement CRM effectively.

This study examined the association between CRM and organizational performance. The study used a case study approach to examine the implementation of CRM at Sanmati Food Products Pvt. Ltd. Sanmati Food Products is a leading food products company in India. The company has been in business for over 50 years and has a strong customer base.

II. METHODOLOGY

The study used a systematic random sampling procedure to select participants from the different departments of Sanmati Food Products. The study collected data through surveys, interviews, and focus groups. The data was analyzed using descriptive statistics and multiple regression analysis.

III. METHOD OF DATA ANALYSIS

A sample size of fifty (50) will be represented by 100% for easy response analysis, and the basic percentage technique will be used as the analytical instrument for this research project to analyse the data collected effectively and efficiently for easy management and accuracy.

Correlation Analysis

In this study, the connection between the dependent and independent variables was investigated using correlation analysis. A correlation value close to 0 denotes a weak association, whereas a correlation value close to 1 denotes a substantial correlation between the variables under investigation. The Pearson Correlation coefficient was used.

Correlations

		There is a major relationship between CRM and organizational performance	There is a major impact of customer service on organizational performance
There is a major relationship between CRM and organizational performance	Pearson Correlation	1	.853**
	Sig. (2-tailed)	.000	
	N	50	100
There is a significant impact of customer service on organizational performance	Pearson Correlation	.853*	1
	Sig. (2-tailed)	.000	
	N	50	100

** The significance threshold for correlation is 0.01 (2-tailed).

Significant level: 0.05

The results lead to a positive correlation coefficient between the independent variable, customer relationship management, and the dependent variable, performance. The p-value of 0.000, which is less than 0.05 at the 5% threshold of significance, indicates that the correlation is 0.0853 and is significant.

CONCLUSION FROM THE ABOVE CORRELATION TABLE

Accept or reject the null hypothesis depending on whether the p-value is greater than or less than the level of significance. Accordingly, we draw the conclusion that there is a strong correlation between customer relationship management and organisational success.

IV. RESULTS

The study found that there was a positive relationship between CRM and organizational performance. The study also found that the following CRM practices were particularly important for improving organizational performance:

- Customer segmentation: This involves dividing customers into groups based on their needs and preferences. This allows organizations to target their marketing and sales efforts more effectively.
- Data analysis: This involves collecting and analyzing customer data to gain insights into their behavior. This information can be used to improve the customer experience and increase customer loyalty.
- Customer service: This involves providing excellent customer service to ensure that customers are satisfied with their interactions with the organization.

V. DISCUSSION

The study's findings suggest that CRM can be a valuable tool for improving organizational performance. Organizations that implement CRM effectively are more likely to attract and retain customers, increase sales, and improve profitability.

The study's findings are consistent with the findings of other studies on CRM. However, the study's findings are specific to the context of Sanmati Food Products. It is possible that the findings would not be the same for other organizations.

VI. CONCLUSION

The study's findings suggest that CRM can be a valuable tool for improving organizational performance. However, in order to be successful, organizations need to implement CRM effectively. This means focusing on the right CRM practices and ensuring that the CRM system is integrated with other aspects of the organization.

VII. REFERENCES

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