CUSTOMER RELATIONSHIP MANAGEMENT

WITH REFERENCE TO NOKIA CUSTOMER CARE, DEALER FOR ANWAR COMMUNICATION

KURNOOL.

A PROJECT REPORT SUBMITTED TO

RAYALASEEMA UNIVERSITY, KURNOOL

In partial fulfillment for the award of the Degree of

MASTER OF BUSINESS ADMINISTATION

BY

URUKUNDU ANJIT

Regd No: 10901203169

Under esteemed guidance of

Mr. N RANJAN

Asst. Professor

Dr .K.V. SUBBA REDDY INSTITUTE OF MANAGEMENT

(Approved by AICTE and Affiliated to RU)

Opp: DUPADU RAILWAY STATION, N.H-7.   KURNOOL – 518218

<u>DECLARATION</u>

      I here by declare that the project report entitled "A study on CUSTOMER RELATIONSHIP MANAGEMENT, with reference to <u>NOKIA CUSTOMER CARE</u> authorized dealer for <u>ANWAR COMMUNICATION</u> in Kurnool" is an independent research work submitted by me to **RAYALASEEMA UNIVERSITY,** Kurnool. Under the guidance of Mr. N. Ranjan, Assistant Professor, Department of Business Administration, of **Dr. K.V. Subbareddy Institute of management,** Dupadu(V), N.H-7, Kurnool – 518218, for the degree of **Master of Business Administration** and has not been submitted earlier for the degree or diploma of any university or institute.

Date:

Place: U. Anjit

Dr .K.V. SUBBA REDDY INSTITUTE OF MANAGEMENT

(Approved by AICTE and Affiliated to RU)

Opp: DUPADU RAILWAY STATION, N.H-7,

KURNOOL – 518218

2010-2012

CERTIFICATE

This is certify that the project work entitled, "**A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT WITH REFERENCE TO NOIKIA CUSTOMER CARE AUTHORISED DEALER FOR ANDWAR COMMUNICATION LTD., KURNOOL.**" Is submitted by TOGATA DILIP KUMAR Regd No: **10901203169** for the award of degree of **MASTER OF BUSINESS ADMINISTRATION to Rayalaseema university, Kurnool,** is a bonafied dissertation work carried out by his under my guidance & supervision. The contents of this report has not been either partially or fully submitted to any other institute for the award of either degree or post graduation.

Project guide   Head of the department

Mr. N. RANJAN   Mrs. K. ASHA JYOTHI

ASSISTANT PROFESSOR   ASSOSIATE PROFESSOR

CONTENTS

ACKNOWLEDGEMENT

I take this opportunity to express my gratitude and indebtedness to

Dr. K.V. Subbareddy Group of institutions' Chairman, for making it convenient undertake a project work.

I wish to express my sincere thanks to Mrs. K. Asha jyothi, Associate Professor & HOD, Dept, of MBA for her guidance to complete my work.

I would like to express my gratitude to Mr. N. Ranjan, Assistant Professor of dept, of MBA for being my project guide and for expert guidance, constructive criticism and valuable suggestions, which were of immense help in successful completion of the project.

I wish to express my thanks to "NOKIA CUSTOMER CARE for ANWAR COMMUNICATION ltd., Kurnool" and all the members to complete this project work.

I express my thanks to all teaching and non-teaching staff and friends for their valuable help during my course of study.

I am deeply grateful to my family members without whose encouragement and cooperation, my studies could not have been possible.

WITH GRATITUDE

U. ANJIT

CHAPTER 1

INTRODUCTION

Customer relationship management (CRM) is a widely implemented strategy for managing a company's interactions with customers, clients and sales prospects. It involves using technology to organize, automate, and synchronize business processes—principally sales activities, but also those for marketing, customer service, and technical support. The overall goals are to find, attract, and win new clients, nurture and retain those the company already has, entice former clients back into the fold, and reduce the costs of marketing and client service. Customer relationship management describes a company-wide business strategy including customer-interface departments as well as other departments. Measuring and valuing customer relationships is critical to implementing this strategy.

Customer Relationship Management (CRM) is a business approach which recognizes the importance of customers as the driving force behind the success of failure of any business. It enables the business organization to maintain, analyze and act upon the information which the business identifies as relevant to improve its relationships with the customer, and thus enhance its chances of success.

Customer Relationship Management (CRM) helps companies improve the profitability of their interactions with customers while at the same time making the interactions appear friendly through individualization and personalization of services.

This management includes Data Mining with the help of which Customer Life Cycle can be managed well in Acquiring new customers, increasing value of the customers, retaining good customers.

The basic steps of Data Mining for effective CRM are:

1. **Define Business Problem**

2. **Build Marketing Database**

3. **Explore Data**

4. **Prepare data for modeling**

5. **Build Model**

6. **Deploy model and results**

The company can then use the information to learn about the behavior of its customers and improve the way it does a business. It can look at recurring complaints from multiple customers to solve a problem which would otherwise go unchecked with a normal formats and management system of the company.

The main objective of my project is to find effective solution for the Customer Relationship Management and accordingly increase the credibility and profitability of the company. This study is more related to consumer behavior and perception about the facilities and convenience provided by the company, Customer Satisfaction is emphasized in this management.

o Helping an enterprise to enable its marketing departments to identify and target their best customers, manage marketing campaigns with clear goals and objectives, and generate quality leads for the sales team.
o Assisting the organization to improve telesales, account, and sales management by optimizing information shared by multiple employees, and streamlining existing processes (for example, taking orders using mobile devices)

o Allowing the formation of individualized relationships with customers, with the aim of improving customer satisfaction and maximizing profits; identifying the most profitable customers and providing them the highest level of service.
o Providing employees with the information and processes necessary to know their customers, understand their needs, and effectively build relationships between the company, its customer base, and distribution partners.
7

Literature Review
29

Literature Review

Historical Background:
Customer relationship management (CRM), a concept that has been

around since the mid 90s, has its roots in the technology of sales automation and call center operations. At that time, it was thought that merging the customer data from the field (sales) with the call center interactions would result in more informed interactions with the customer. The concept resonated with user organizations and soon mergers and acquisitions created a host of software vendors all claiming to have an integrated set of capabilities that became known as CRM.

On a parallel track, Internet-based tools such as e-commerce, Internet marketing, personalization, and self-help were evolving. These products competed outside of the CRM sphere due to the newness of the technology, and they were referred to as e-business. When the concepts of CRM and ebusiness

melded together there was a short period of e-madness where vendors talked about eCRM and e-everything. There are still vestiges of this transition in the industry such as essentially using e-business to add value to vendors and referring to it as partner relationship management (PRM) or providing tools for employees and referring to it as employee relationship management (ERM).

30

Similarly, enterprise resource planning (ERP) vendors realized that the 360-degree view of the customer has to include transaction data, so they have likewise developed an integrated package with CRM capabilities. Thus from a technology perspective CRM consists of a set of applications that address the needs of customer-facing functions that in turn feed a common database that is supported by business analytics. Each vendor has variations on this theme.

On the other hands, CRM can be defined as a process or methodology used to learn more about customers" needs and behaviors in order to manage and develop stronger relationships in an organized way with them.

Chapter – 2
Company profile

In 1898, Eduard Polón founded Finnish Rubber Works, manufacturer of galoshes and other rubber products, which later became Nokia's rubber business.[19] At the beginning of the 20th century, Finnish Rubber Works established its factories near the town of Nokia and they began using Nokia as its product brand.[22] In 1912, Arvid Wickström founded Finnish Cable Works, producer of telephone, telegraph and electrical cables and the foundation of Nokia's cable and electronics businesses.[19] At the end of the 1910s, shortly after World War I, the Nokia Company was nearing bankruptcy.[23] To ensure the continuation of electricity supply from Nokia's generators, Finnish Rubber Works acquired the business of the insolvent company.[23] In 1922, Finnish Rubber Works acquired Finnish Cable Works.[24] In 1937, Verner Weckman, a sport wrestler and Finland's first Olympic Gold medalist, became President of Finnish Cable Works, after 16 years as its Technical Director.[25] After World War II, Finnish Cable Works supplied cables to the Soviet Union as part of Finland's war reparations. This gave the company a good foothold for later trade.[25]

The three companies, which had been jointly owned since 1922, were merged to form a new industrial conglomerate, Nokia Corporation in 1967 and paved the way for Nokia's future as a global corporation.[26] The new company was involved in many industries, producing at one time or another paper products, car and bicycle tires, footwear (including rubber boots), communications cables, televisions and other consumer electronics, personal computers, electricity generation machinery, robotics, capacitors, military communications and equipment (such as the SANLA M/90 device and the M61 gas mask for the Finnish Army), plastics, aluminium and chemicals.[18] Each business unit had its own director who reported to the first Nokia Corporation President, Björn Westerlund. As the president of the Finnish Cable Works, he had been responsible for setting up the company's first electronics department in 1960, sowing the seeds of Nokia's future in telecommunications.[27]

Eventually, the company decided to leave consumer electronics behind in the 1990s and focused solely on the fastest growing segments in telecommunications.[28] Nokian Tyres, manufacturer of tires, split from Nokia Corporation to form its own company in 1988[29] and two years later Nokian Footwear, manufacturer of rubber boots, was founded.[22] During the rest of the 1990s, Nokia divested itself of all of its non-telecommunications businesses.

Nokia:

As its strapline suggests, Nokia is really good at "connecting people". This Finish icon is the world's largest manufacturer of mobile devices and has around 40% of the global device market. Nokia is very, very successful and, in 2006, generated revenue that for the first time was in excess of Finland's state budget. Nokia has always used innovation as a key driver for growth: first, by pioneering GSM and then by reinventing the concept of product personalization. These days Nokia's challenge is to maintain its position in a world increasingly converged and dominated by the likes of position in a world increasingly converged and dominated by the likes of Google and

Microsoft. However, while these companies have strong brands and interesting plans for the future, they don't have control over the handset. Nokia is bundling great services with tailored, user-friendly hardware.

Core innovation strengths within Nokia include speed of action, interconnection between products and services and the strategic use of design. Over the past few years, as margins have been three times those of its nearest competitors, the company has re-emphasised the importance of design to place it literally at the heart of the organisation's operations. This has moved Nokia from being a feature-driven to a design-driven manufacturer where, amongst others, ethnography is now a core capability linking consumer behaviour around new uses of digital media directly into the development process. Nokia's leadership in mobile devices has given it a solid platform upon which to build a services business that expands outside the core. And here's the rub, while Nokia has consolidated its traditional strengths of R&D and product design, the big story in 2007 was its strategic shift into the multimedia services space.

Nokia created the N Series to deliver high-end multimedia phones. In addition, its near-ubiquitous camera-phones have provided revenue opportunities from user-generated content. In support of the social networking trend, Nokia has formed alliances with partners such as Yahoo to allow users to share photos using its Flickr service. 2006 saw the first tablet device with internet, not cellular connectivity, and the success of this product has led to a next-generation of internet-only devices including webcams and higher levels of VoIP. By eliminating the SIM card and breaking the connection to the networks, Nokia is using alliances with the likes of Google and Skype to offer more freedom of choice direct to consumers. At the lower end of the market, Nokia is the leading brand in China and India and is well positioned for further growth. It continues to lead on process innovation to drive down cost and is opening its tenth factory in India with the capability to turn out 20m phones a year.

Nokia's innovation roadmap weaves its software and services into a seamless package. Smart acquisitions have increasingly played a considerable role in this. Seeing that that location and content services provide major opportunities Nokia bought Navteq, the leading provider of digital map information for over $8bn in cash. Nokia expects that the truly mobile internet with multiple connectivity options that enable faster access to music, video, TV and mobile navigation and massive multiplayer gaming services will be a major factor in driving further growth. With overall industry handset volumes growing, Nokia is in the strongest position of any manufacturer. Add into this mix Nokia's acquisitions and partnerships that are building new service portfolios and it is clear that this company

Industry profile

Chapter 3
Research Methodology
43

Research Methodology
Research Design:

Research design means adopting that type technique of research
which is most suited for the research and study of the problem. For the study
and the research of the problem proper material has to be selected and
collected for the investigation.
"A research design is the arrangement of conditions for collection and
analysis of data in a manner that aims to combine relevance to the research
purpose with economy in procedure."
- Jahoda, deutish. Cook.

In order to know about effectiveness of Customer Relationship
Management in Religare Securities Ltd., it was necessary to interact with the
customer. The sample taken comprised of respondents from Pune city. A
questionnaire had to be designed to collect valuable information from the
different customer groups. The questionnaire which was designed suitably to
meet the objective of research work.

Nature of Research:
In this project report I have undertaken quantitative type of study.

Type of the questions:

The questions in the questionnaire asked to the visiting customers of
Religare Securities Ltd, Regional office in Pune, are Straight Forward and

Limited Probing.

Type of the Questionnaire:

The questionnaire in this project report is straight forward and formalized.

Type of Analysis:

The analysis done in this particular project report is statistical.

Sources of Data:
a. Primary Data:

The Primary data are those data which are collected fresh and for the first time and thus happen to be original in character. The primary data that was collected through interview conducted in Regional Branch with daily visiting customers. The primary data sources include copies of questionnaire and data of their respective responses.

b. Secondary Data:

The secondary data are those which have already been collected by someone else and which have been passed through the statistical process. Secondary data was collected through company websites.
Some of the web sites http://www.religaresecurities.com/ and some others like.

OBJECTIVE OF THE STUDY

OBJECTIVES OF THE PROJECT

Objective of the Study:

The objective of the project was to analyze „Effective Customer Relationship Management for Nokia mobiles, Anwar communication, Kurnool for that we have to understand current CRM System and Services provided from the company and its effect on Customer Needs, Satisfaction Level, their response and emotions. The objective of this study to analyze existing customer satisfaction as those customers are the key sources to new customers with respect to the performance, sales efforts and sales service.

As the company stands second in India in aspect of turnover after Kotak Mahindra Securities, it"s clear that it has very strong Customer Relationship Management System and perfect people to handle it properly for the benefit of customers and company as well.

Actual and personal meeting with existing customers and employees has brought me to the reality of the effectiveness of the system and their success. For analyzing the same factor I staked my whole duration of the project and simultaneously for internal study and market watch and other group assignments.

Questionnaire is based on the existing services and the satisfaction level of the existing customers which includes questions like Name, Age, Gender, Income, Investment Frequency, feedback about services which they are provided like conformation, calls, suggestions, solutions on stuck money like dead investment and all.

On an average all the customers are happy with the company and look forward to the growth of it.

C. Scope of the study:

Scope the this study is it will assist Religare to get its own Customer Relationship Management system mirror well and it will get all the important things before eyes to apply all the possible ways to provide a superb service to the customers and accordingly make them loyal and retain them long lasting and also to get new customers to be served. Scopes can be stated in few points as follows.

o Maintain current / existing customers.

o Achieve new potential customers.

o Retain all the customers.

o Profitability Increment

o Reputation and credibility Increment, etc.

The heart of CRM is not being customer centric but rather to use customer profitability as a driver for decision making and action. Before exploring this assertion, it is useful to review the process of resource allocation as it is practiced in most organizations. The budget process largely consists of an extrapolation of the past. Resource constraints pit function against function with back room deals that are based on internal politics versus the marketplace. This decision process has little insight as to what is working and what is not working (as it applies to the marketplace) or for that matter why? Without insight relative to cause and effect, the organization has no choice but to follow intuition and anecdote. It is analogous to the story about the marketing VP who admitted that half the advertising budget was wasted; the problem was he did not know which half.

Chapter – 4
Data analysis and interpretation
Chapter – 5
FINDINGS AND SUGGESIONS
CHAPTER - 6
CONCLUSION
BIBLIOGRAPHY