



A Study on Customer Relationship Management towards Dobra Toyota

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Abstract:-Customer Relationship Management entails all aspects of interaction a company has with its customer, whether it is sales or service related; it starts with the foundation of relationship marketing. CRM is a systematic approach towards using information and ongoing dialogue to built long lasting mutually beneficial customer relationship. The use of CRM technology forms the crucial front-end of any e-business strategy, essentially CRM has emerged as convivial weapon in the hands of the industry laggards as well as leaders to cascade the business suites; the only touch point which is formulating this base is the awareness amongst the corporatists to suffice the customers already available to the companies to large extent. In today's first-paced competitive business environment it's more important than ever to create and maintain long-lasting business relationships. Today, Customer Relationship Management (CRM) manages business process spanning sales, support, and marketing creating effective customer interactions. Given the purpose of CRM, the functionality is straightforward, and the benefits of successful deployments clearly generate value and profitability for any company. The main objective of the project is to know what different CRM practises were adapted by Toyota Company are and how customers are aware and satisfied with the service of dobra Toyota. In the research methodology the secondary data is collected from books, newspapers, internet, magazines and other from other sources. The primary data involves questionnaire which contain a list of questions to be filled by respondents. In this the respondents are the Toyota customers. The method used is survey method. The data analysis and the interpretation are drawn based on the feedback of the customers.

Keywords: CRM, Quick Service, Sampling, Data, Management

1. INTRODUCTION

Customer Relationship Management entails all aspects of interaction a company has with its customer, whether it is sales or service related; it starts with the foundation of relationship marketing. CRM is a systematic approach towards using information and ongoing dialogue to built long lasting mutually beneficial customer relationship. The use of CRM technology forms the crucial front-end of any e-business strategy, essentially CRM has emerged as convivial weapon in the hands of the industry laggards as well as leaders to cascade the business suites; the only touch point which is formulating this base is the awareness amongst the corporatists to suffice the customers already available to the companies to large extent. In today's first-paced competitive business environment it's more important than ever to create and maintain long-lasting business relationships.

Today, Customer Relationship Management (CRM) manages business process spanning sales, support, and marketing creating effective customer interactions. Given the purpose of CRM, the functionality is straightforward, and the benefits of successful deployments clearly generate value and profitability for any company. Grate CRM solutions need to encourage users to interact with the application as well as be in-tune with the business and IT cost-saving needs. "For the modern-day CRM to be world class it needs to be revolutionary in market incursion and evolutionary in technological up gradation." Today the major business focus is towards endowing value addition to the sales cycle, and customer retention rather than constructing a new customer base which is costlier and also an uncertain chase from business perspective. The basic philosophy behind CRM is that a company's relationship with the customer would be the biggest asset in the long-run.

It is now vital for CRM vendors to develop a sound understanding of their target organizations customer and deliver them with solutions which help in achieving long-term business relations with their customers. Vendors must also build long-term customer relationship management strategies with the end-user organizations to assure a series of deployments, and hence ensuring a regular revenue stream for themselves as well as their customers.

Evolution of CRM – A Diagrammatic Representation

Before implementing any Customer Relationship Management solution in the organization there are many questions which need a comprehensive explanation from the user's point of view.

- What is the added value proposition of the CRM to the organization?
- What would be the environment under which the implementation done?
- How would the synergies be reflecting in the processes of the company?

These are mere stencils of the holistic scenario prevalent right now, and are to a great extent a factor which harms the opportunities of long-term survival for any CRM vendor.

2. CRM PRACTISES AT TOYOTA COMPANY

Toyota is proud to offer Q Service Experience, an assurance of **Quick Service** by **Qualified Manpower & Inbuilt Quality** of Toyota Genuine Parts for a joyful ownership experience. Toyota's Q Service is a completely standardized Service process ensured through Evolutionary systems & new age tools to ensure a hassle free



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service experience & quickly respond to all customer needs. From the Regular Service Reminders to Instant Service status updates, from appointment booking to vehicle delivery, each process follows a series of steps which ensures quality service with utmost convenience for our customers. Toyota's Customer First Approach, unique Q Service features ensure that you enjoy trouble free ownership of your Toyota vehicles.

EXPRESS MAINTENANCE

EM60 provides High Quality Express Maintenance in just 60 minutes. Three specially trained technicians work simultaneously to reduce time. Quality check is an inherent part of each process. Specially designed Express Maintenance tools and techniques ensure quality job in just 60 minutes.

QUICK ROAD SIDE ASSISTANCE

Quick Support Anywhere & Anytime with 24X7 Road Side Assistance. Call Toll Free 1800 102 5001 or with Toll 01242355001 / Download Toyota Assistance India App from Google Play store or Apple i-store. Toyota Road Side Assistance is Free up to 3 years & it can be availed up to 8 years at nominal cost at your Nearest Toyota Dealer.

THE SERVICE SUPER MARKET

Toyota Dealership is One Stop Shop for all vehicle service needs! Experience all services under one roof at our world class dealerships with world class infrastructure. Our 250+ Dealer Network offers range of products, services to cater to all service needs including Tyre , Battery, Car Spa & Beautification, Insurance through the best associates in the industry. Body & Paint Services as well as Used car sales services at the same facility make your vehicle ownership pleasant & totally hassle free.

BEST IN CLASS WARRANTY

We ensure you complete peace of mind by providing assurance of repair / replacement , within the period of 100,000km / 3years, whichever is earlier . The date as mentioned in the delivery note given during first sale to be considered for Warranty related enquiries. Items not covered under warranty are explained in "Owner's manual".

VEHICLE PICK UP & DROP

We like taking your hassles of picking / dropping the car for service from / at your convenient location. We value your time & your trust on Toyota Quality Service.

QUALIFIED MANPOWER

We ensure the best of personnel are taking care of your Toyota vehicle to get the repairs right in First time. They are recruited from the best technical institutes supported by Toyota & constantly improved through various Skill contests. The manpower is trained through Toyota Global Training Service System & is equipped to use hi-tech tools & equipment. The manpower, be assured, Gets it right, First time...Every time.

INSTANT SERVICE STATUS INFORMATION

We ensure that you stay updated about your vehicle, no matter where you are! Our evolutionary customer relationship building tool [e-CRB] constantly updates live status while you wait for your vehicle at customer lounge at all Toyota Dealerships. When outside, receive prompt updates through SMS on Repair Estimation, Estimated Delivery time , Repair Completion , Delivery & Invoice.

3. NEED FOR THE STUDY

Organizations having be competitive environment with relationship management of customer and they are attracting the customer with some effective sale promotions. But some organizations need to evaluate the purpose, utility, effectiveness of customer satisfaction. They are fails to evaluate this customer relationship management. So this study has been undertaken to assess the customer relationship management in the organization.

4. OBJECTIVES OF THE STUDY

The broad objective is to study the about the "Customer Relationship Management With Reference To Toyota Motor".

- To know the companies strategies for building relationship with toyota motor.
- To find out the factors that influences the buying decision of a Toyota motor.
- To identify and study the problems faced by the consumers of TOYOTA MOTOR.
- To study the satisfaction level of existing consumer of TOYOTA MOTOR.
- To assess the role of brand image in the purchasing decision of TOYOTA MOTOR.

5. RESEARCH METHAODOLOGY

SAMPLING PLAN AND SIZE: Sampling plays a vital role in deciding the quality of any project while doing this survey it is felt to conduct the survey for consumers under convenient sampling method. Convenience sampling was adopted both for consumers where the sample unites are chosen primarily on the basis of the convenience of the investigators. The sample size was determined as 100 customers.

SAMPLE TERRITORY: The survey has been conducted and restricted to the city of Hyderabad in ANDRA PRADESH .

SOURCE OF DATA: Data, which is to be used for the project, has come both from primary sources as well as secondary sources

PRIMARY DATA SOURCES: The crux of the report is based on the information collected from the respondents with the help of questionnaires. The primary source of information has been consumers who have filled up the questionnaire Consumer who interviewed separately and the respondents jotted down in the questionnaire for the purpose.

SECONDARY DATA SOURCES: Information has also been borrow from both internal sources such as company



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records and external sources like journal, magazines and book on marketing research

DATA COLLECTION METHOD: The survey method was employed for primary data collection. The medium of data collection was through personal interviews. Where the respondents were questioned in face-to-face meeting the consumers were met either in their homes (or) place of work. Some of respondents were questioned through telephones,

TOOLS FOR DATA COLLECTION: The data was collected through structured questionnaire. Questions can be categorized into multi-choice and open-ended questions. Questionnaires were designed for consumers. Care was taken to ensure that the questions framed were compatible with research objectives.

Firstly, by taking the sample questionnaires, a pilot survey has been conducted among the various sections of the people. Wording and sequencing of questions, choice of respondents, information sought and instruments clarity as a whole, were tested. After taking the exactness and correctness the final version of the questionnaire has been drafted and was taken up for field survey purposes.

STATISTICAL TOOLS: In the context of the present study, the following statistical tools have been used:

PERCENTAGES: Percentages are used to describe relationships, since they reduce everything to a common base and there by allow meaningful comparisons to be made.

PIE DIAGRAM/BAR DIAGRAM: There are pictorial representations of statistical data with several subdivisions in a circular form and column form respectively.

LIMITATIONS

- The survey was restricted to Hyderabad and Secunderabad only.
- They may be few opinions, which might have been missed out.

SCOPE OF THE STUDY:

The scope is confirmed only to examine the “Customer relationship management with reference to TOYOTA MOTOR” and to find possible remedies to counteract their competition in the mar.

- The study has only made a humble attempt of the evaluation of customer relationship management based on different criteria in Toyota .
- The customer relationship management practices towards dobra Toyota is carried out in Hyderabad region

The survey conducted will provide the details about the customer relationship management levels responding to the products and services provided by Toyota

6. REVIEW OF LITERATURE

V.K Shruthi, Dr. T. S. Devaraja. Indian journal of marketing November 2011. Building customer Relations through CRM-A Theoretical Framework of Software Services Firms in Bangalore Cluster.

It's the technological revolution that at times brings surprising opportunities for some nations. India tough not among the front runners in terms of economic growth, has successfully utilized such an opportunities in the revolution to become an IT hotspot. Indian software companies have done considerably well in the global market. This industry has been instrumental in driving the economy of nation on to a rapid growth curve.

There are number of reasons why the software companies in India have been so successful. Besides the Indian software companies, a number of multinational giants has also plunged into the India IT market. India is the hub of cheap and skilled software professionals. The software industry in India is a very competitive industry, with the domains of few large firms. The goal of a software company is to provide customers with their technology as well as customer service needs. Customer relationship management (CRM) has emerged as one of the latest buzz words, popularized by the business press and marketed by the aggressive CRM vendors as a panacea for all the ills facing the firms and managers. CRM is the strategy for delivering high quality services to the customers aimed at helping the organization to attract, develop and retain the customers.

Customer relationship management is the process of carefully managing detailed information about individual customers and all customer ‘touch points’ to maximize the customer loyalty. CRM requires organizations to lay more emphasis on retailing existing customers rather than on creating new ones. The domain of customer relations management extends into many areas of marketing and strategic decisions. CRM refers to a conceptually broad phenomenon of business activity, if the phenomenon of cooperation and collaboration with customers become the dominant paradigm of marketing practice and research from the point of view of Indian software services firm, CRM is a strategic tool which can be used to understand and profitably manage customer relations.

Dr. Art Weinstein (2012), according to him customer value can be created at trigger points such as company-customers, employee-customers, and technology-customers points. The value Proposition (VP) is a statement matching up a firm's distinctive competencies with the needs and preferences of a carefully identified and designed set of prospective customers.

The author compares traditional and relationship marketing concepts and practices and the role of the Value Decade (1990s) in promoting relationship marketing in service-oriented organizations. According to Weinstein (2012), companies should strive to build strong customer relationships as part of their business model and philosophy. There are different types of customers who patronize businesses; “Loyals” are described as involved; “Habitual”



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as indifferent; “Variety Seekers” as proactive searchers; and “Switchers” as price shoppers (Weinstein, 2012).

Dr. Weinstein’s Superior Customer Value: Strategies for Winning and Retaining Customers is not only a practical handbook on customer satisfaction, customer value and service wisdom, and efficient manual any academician, practitioner, leader or manager could get their hands on. In the realm of customer value theory and practice,

Shreyas Srivatsan, Indian journal of marketing, August 2012, “Technology Enhancing Customer Relationship Management: A Review”

Every product has a life cycle of its own. Right from the introductory stage to the decline stage, it has to pass through the stages of growth and maturity. As the product passes through the various stages, the revenue generated will also be proportional to the volume sold in each of these stages. With the online way of transactions getting spiced up, more companies are eager to go online with their business partners to carry on faster and more accurate communications, transactions and payments. Software vendors such as SAP, ORACLE who have strong credentials in the ERP segment design comprehensive Enterprise Resource Planning systems which manage the cash flows, manufacturing, human resources, purchasing and all other major functions of the organization with a uniform framework.

With the developments in technology, the order cycle time has been reduced, with a tremendous reduction in the clerical labor and providing improved control of operations. There are numerous methods of inducing sales through CRM. Modern day marketing calls for more than developing a good product, attractive pricing and good distribution, and communication plays a vital role. Supply chain effectiveness to marketing communication mix, organizations are making an effort to reach out to the consumer’s mind share. This has seen the evolution of Customer Relationship Management (CRM).

A consumer buying cycle involves from procuring the order to the delivery of goods or services. There is an experience factor of the consumer, who is involved in every stage of the cycle. Customer satisfaction is attained by giving value additions to the product and service and augmenting the experience involved in the buying cycle. As every product has a life cycle of its own, the consumer’s expectations also vary with the life cycle. As seen in research notes, digital tools are gaining momentum across industries, and technology is enabling this approach. Hence, it can be fairly concluded that all organizations look for enhancing customer satisfaction with technology as an enabler in various marketing value networks, having its own relationship amidst each other in the ecosystem at various product life cycles and various inflection points.

Donovan A. McFarlane, Indian Journal of Marketing, April 2013, “Book Review: Superior Customer Value: Strategies for Winning and Retaining Customers”

The aim of designing and delivering customer value, not just value, but superior value, is to overwhelm customer expectations and close the service gaps that affect retention, relationship marketing, customer loyalty, brand satisfaction and competitive advantage.

V. Narasimha Rao, A.V.V.Sivaprasad, Indian Journal of Marketing, May 2011, “Customer Relationship Management (CRM) In Health Care Industry- A Study of Select Corporate Hospitals in Vijayawada, Andhra Pradesh”

Customer Relationship Management (CRM) is perhaps the most important concept of modern marketing. Until recently, CRM has been defined narrowly as a customer data management activity. To build customer relationships, companies can add structural ties as well as financial and social benefits. CRM requires a synergistic integration of the strategy, people and technology of an organization. The customer is in reality the king, the one who makes the difference between a company’s success and failure. CRM’s application includes a wide range of sectors ranging from business, education, healthcare and areas as offbeat as relationship marketing and knowledge management.

In today’s world, the medical sector is finding the need to know more and more about their current and prospective patients. The Health Care sector is now opting for Customer Relationship Management (CRM) in its daily application. CRM in Health Care consists of a wide array of software products that help healthcare organizations to provide quality service to their clients. An insight into the major issues of healthcare sector reveals the fact that promotion of healthcare services is always a crucial task. In the process of marketing, health services have been a well-recognized fact and CRM plays a pivotal role in the same.

Most of all the corporate hospitals are viewing CRM as an effective tool for promoting their healthcare services. The main intention behind the focus on CRM is to procure customer loyalty and to attract more and more new customers and also to retain them in the long run. In view of the low literacy rate, slum living and large population growth, proper attention has to be paid for primary healthcare facilities and appointment of qualified doctors.

7. DATA ANALYSIS AND INTERPRETATION

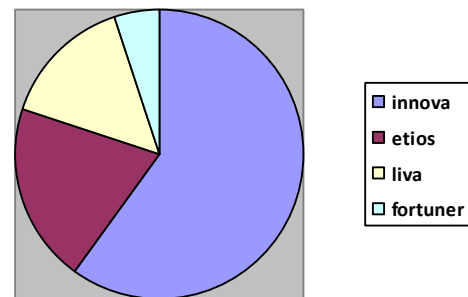
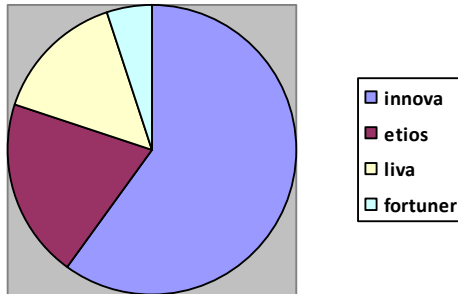


TABLE 1
1 WHICH BRAND DO YOU OWN?

S.NO	ADVERTISEMENT	RESPONDENTS	%
1	T.V	35	35
2	NEWSPAPERS	25	25
3	FRIENDS	12	12
4	DEALERS	28	28

CHART 1

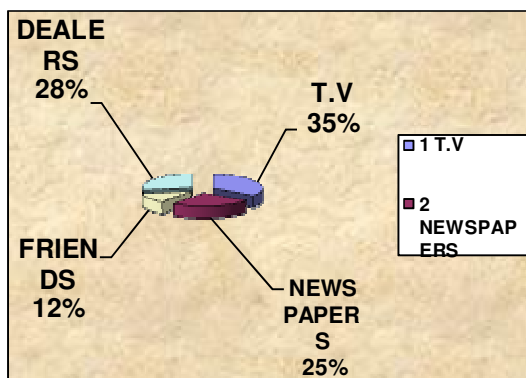


Interpretation: From above it can be stated that the most of the respondents are having Innova brand of toyota.

2. SOURCES OF AWARENESS: The customer was enquired about the sources of awareness with regard the INNOVA. This will help to know us to which sources is playing a major role in creating awareness among the customers.

S NO	SATISFACTION	RESPONDENTS	%
1	EXCELLENT	30	65
2	GOOD	10	20
3	AVERAGE	50	10
4	POOR	10	5

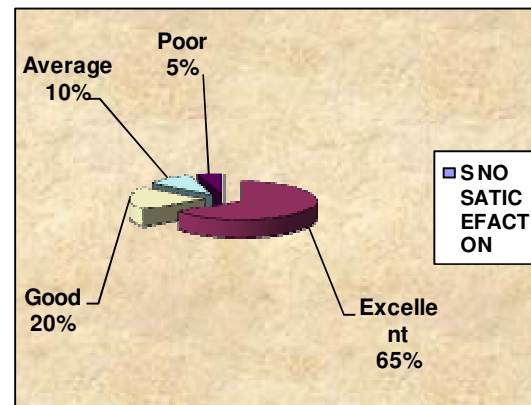
CHART-2



Interpretation: Out of the responses obtained from 100 customers 28% said that they became aware of the DEALERS, 35% of the customers are aware from the T.V. And another 25% are aware of by the NEWS PAPERS. And only 12% are aware by the Friends.

3. LEVEL OF SATISFACTION: The customer was enquired about the level of satisfaction with regard to the INNOVA.

CHART-3

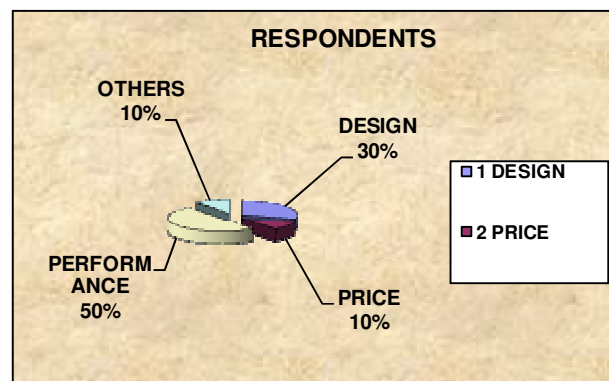


Interpretation: Out of the responses obtained from 100 customers 65% said that they are EXCELLENT satisfied and 20% were GOOD and 10% were AVERAGE and 5% were vehicle is poor. This data is obtained by most of members were satisfied by INNOVA product.

4. WHAT ARE THE VOLUBLE ATTRIBUTES YOU NORMALLY LOOK WHILE PURCHASING A FOUR-WHEELER?

S NO	ATTRIBUTES	RESPONDENTS	%
1	PERFORMENS	50	50
2	PRICE	10	10
3	DESIGN	30	30
4	OTHERS	10	10

CHART-4



Interpretation: From the above it can be stated that general normally any one while purchasing a four wheeler most of the members are seeing 50% of members are seeing PERFORMENS and 30% of members are seeing DESIGN And 10% of members are seeing PRICE and 10% of members are Others.

5. SUGGESTING TO FRIENDS: The following table is regarding the customer likeliness in suggesting this



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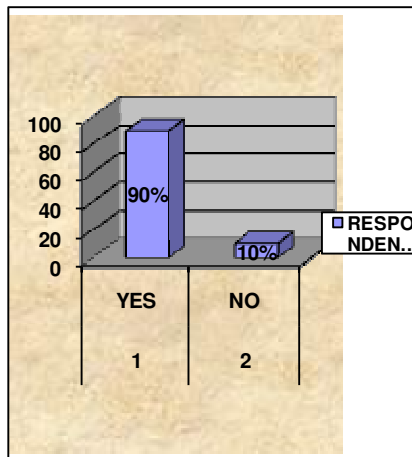
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showroom to other friends. This is an indicator of customer satisfaction also.

Let's see the responses.

S NO	SUGGEST FRIENDS	RESPONDENTS	%
1	YES	90	90
2	NO	10	10

CHART-5

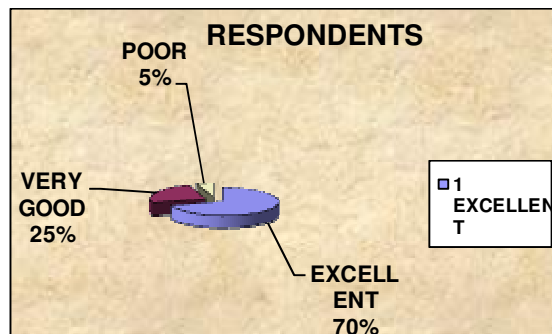


Interpretation: A look at the chart shows that 90% of the members are suggesting and 10% of the members are not suggesting.

6) FALSE EXECUTIVE PERFORMENS: The following table shows "sales executive" role in explaining the features of the car to customer. This helps to know how effective he is in his job lets see the response.

S NO	EXPLANATION	IN NUMBERS	%
1	EXCELLENT	70	70
2	VERY GOOD	25	25
3	POOR	5	5

CHART-6

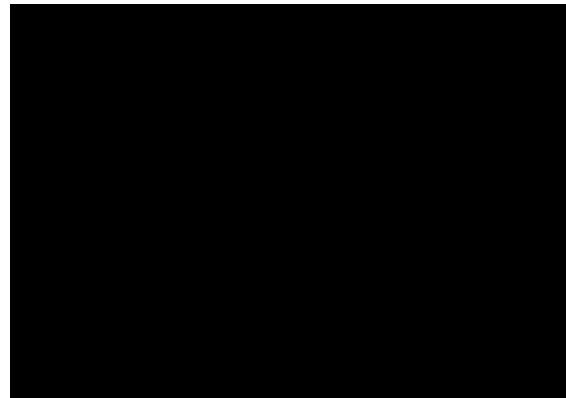


Interpretation: Out of 100 respondents 60 % of them felt the explanation to be "EXCELLENT". And 35% of them "VERY GOOD" and rest of 5% felt to be "POOR". According to them sales executives does knotty explain all feature POOR this kind of responses need to be considered with serious ness.

7) DELIVERY TERMS: One of the major factors, which has great role in "CRM", is the delivery terms with regard to customer query or grievance.

DELIVERY TERMS	IN NUMBERS
TIMELY/PROMPTLY	70
SAFELY	25
INCONDITION	5

CHART-7



Interpretation: From the above chart we conclude that most of the customer that is 70% of found the delivery process is to be "TIMELY" and 25% of delivery process to be "SAFELY" and 5% of delivery process to "INCONDITION".

8) WHAT IS YOUR OPINION ABOUT MILEAGE?

S NO	OPINION	RESPONDENTS	%
1	EXCELLENT	50	50
2	GOOD	30	30
3	AVERAGE	15	15
4	POOR	5	5

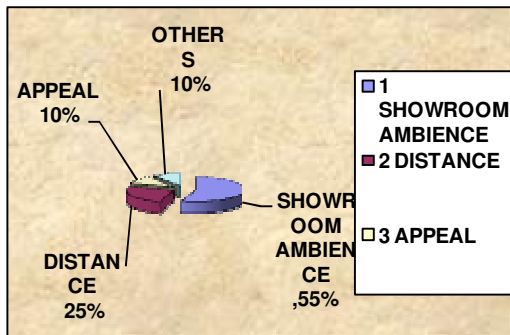
Interpretation: Out of the 100 respondents 50% of them told "EXCELLENT" and 30% of them told "GOOD" and 15% of them told "AVERAGE" and 5% of them told "POOR".

9) AMBIENCE OF SHOW ROOM: The other factor, which has much influence on the customer, is the "AMBIENCE" of the show room. This will help to know how the customer perceives this particular show room in comparison with the other showroom.

S.NO	SCALE RATING	RESPONDENT S	%
1	SHOWROOM	55	55

	AMBIENCE		
2	DISTANCE	25	25
3	APPEAL	10	10
4	OTHERS	10	10
	TOTAL	100	100

CHART-9



Interpretation: From the above graph we can conclude that out of 100 customers interviewed 40% were telling that the ambience of showroom is "PLEASANT" and 38% was telling as "EXCELLENT" and 22% says "APPEAL" is very good.

FINDINGS

1. customers were very much satisfied with TOYOTA MOTORS. Whereas 58% was satisfied with TOYOTA MOTORS.
2. 39% of the respondents were satisfied with the service of the TOYOTA MOTORS.
3. After sales service at door step 38% was one of the factors which help the purchaser to buy a TOYOTA MOTORS. Prompt service 52% also help to attract the purchaser.
4. 54% of the respondents considered the price of the TOYOTA MOTORS. As higher where as only 8% considered as economical and 38% of the respondent said it as reasonable.

SUGGESTIONS

1. The most important media for consumer durables is TV.. So, they should go for television advertisements rather going for newspaper, the television advertisements influences more on the people. They should spend some expenditure for T.V. advertisements.
2. Being the price of the TOYOTA MOTORS is high they should try to reduce prices because there are many other four wheelers which can be purchased at lower cost, and then these people are selling. If not, the sales may decrease.
3. More features should be added to the Toyota brands according to the needs of the customer, because their competitors are coming with new models. According to the competitors changing models also these people should

change the models also these people should change the models or change the technology.

4. Company should give some incentives to the dealers for promoting the products of TOYOTA MOTORS. They should not neglect dealers. They should select good dealers, by which they can give customer satisfaction.
5. They should provide home service to the customers. The personnel should be appointed by company to the dealers. The service should be accurate.

6. CONCLUSION

1. A study was useful in understanding the customer relationship management of DOBRO TOYOTA CARS among a various customers launching new formulations can make Innova to the pioneer in many market segments.
2. Innova was inferred that most customers of high-income group preferred the supply of Innova CARS. About 70% of customers are aware of Innova CARS.
3. Most of the customers agree that Innova is best quality with reasonable price the attitude 50% of customers towards price of Innova Cars is reasonable. But 10% of the customers of asking for improvement in the quality.

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