

A STUDY OF CUSTOMER RELATIONSHIP IN HYUNDAI PVT. LTD

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1. INTRODUCTION:

Customer Relationship Management (CRM) is a method of management of the business relationship now and later.

Customer. This is often associated with the use of the techniques.

Show. Maintain balance, sales, marketing, customer service, and technical support.

"CRM is carefully composed, customers strengthen and improve the relationship between the group and the individual, as a result of the customer and are designed to increase the overall cost of living".

With the implementation of CRM "and strategically important customer is a long-term relationship."

management of customer freedom and universalism new century, serving as a major problem for business and will help maintain a good relationship with the King. productivity, customer service, distribution, or printing. Today, however, trade liberalization, increased competition, and greater consumer choice, consumer demand for increasingly high-quality procurement with emphasis on the importance of the media, etc.

All changes to this space for more customers and marketing has led to the factory today are moving away from traditional marketing. confidence was strong customer relationships and a strong connection is required.

Objective of CRM

- Review the CRM strategy.
- The impact on the profitability of the organization and information.
- Influencing the practice of CRM
- To investigate the role of information technology,

CHARACTERISTICS:-

CRM is a customer-oriented operation and irritability based on customer service, help customers solve problems, solutions developed customer-oriented manager. It performs the following functions:

- The concept for the sales force, including sales analysis, future sales and sales leads, call center, and retail store sales cooperate song.
- Information adds factory of technology used for the storage, CRM, together with the information and provide key performance indicators.
- A CRM system monitor client and click based on the analysis of the marketing campaign.

SCOPE OF THE STUDY

Reserved met Stud "Hyundai Limited" standard for customer relationship management. Research carried out in the different Jalandhar that, made for a few weeks. The average primary data was collected by customer data, legal documents, magazines, the Internet, etc. EON durability of all

Hyundai vehicles Relations survey collects customer information Santa Claus (SUV) driving tips collected on the quality of services, advice. The value provided by the customer service and other functions. This company and other competitors, Hyundai the need to increase the share of the company has been taking various measures and trucks designed to help you find a good service.

The objective of the study

"The main purpose of" Hyundai LTD related to customer relationship management and management of the data"

- If there is, to determine the complaints of accessories and equipment.

Hyundai car dealer to determine the needs of various customers

2. LITERATURE SURVEY

Customer relationship :-

Most companies strive to create a strong relationship with clients, increase client loyalty, called for "touches -cheer" Customer Relationship Management is comprehensive management information for each client and care management processes. "

Now we have only clients, as well as their care and to improve, but the important thing is to be understood better. Contact Marketing is a long-term relationship. There are companies, not consumers who want to make smart, according to their age and "how".

The purpose of the management of the relationship with customers and clients on the three drivers of the capital to customer satisfaction, all capital market friendly customer to reduce the maximum age limit, partners Rusty zenith and Lemon. A comparison of equity and justice is guaranteed.

Customer Relationship Management (CRM) current and future customers with a customer relationship management system are based.

3. RESEARCH METHODOLOGY

Some truths are discovered, criticism and scientific research, of course, after a careful study on this issue, leading to the investigation is a systematic approach. Collection and the problem-solving process are systematic, analyze, and interpret.

RESEARCH DESIGN

The research project aims to investigate systematically and research for economic purposes, to collect and analyze information in ways that are connected with the nature of the law. Design research is the conceptual basis of the study; it provides for the collection, measurement, and analysis of data.

➤ Exploratory research

- The results of the study, the researchers wanted to know the truth through the data master.
- Simple and precise control. He brought new ideas and approaches, in their views, to change direction or orientation.

➤ Descriptive research

Monitoring study is more complicated to determine the number of residents who use the work to identify the user and the product or try to identify the needs of future products. Unlike the study of monitoring and study despotic problems, before you begin to collect information on scientific research and analysis begins.

Casual research

It will try to find a relationship cause-and-effect between variables. It carries out laboratory and field testing of the goal.

Secondary and primary data used in this project based on the description of the study and scientific research.

Sources of Data:-

In some cases, there are two sources of information. That include:

1) PRIMARY DATA: -

If the primary data collection, survey, and questionnaire on the way to collect information, The main thing here is to collect information that is specific to you and your research, and it is not allowed to spread, and not the other. There are many ways to collect basic information and basic ways:

- questionnaires
- interviews
- focus group interviews
- observation
- case-studies

2) SECONDARY DATA

Additional information can be found on the data previously collected, and other sources. This information, such as cheaper and faster than the data and background information will be the basis of a little better. This will be a variety of ways, the Internet, newspapers, etc.

- Internet
- Books
- Newspaper
- Sales report
- internet

The internet, sometimes known as a system for the calculation of the "Internet" - one team to another computer, the computer network is allowed if the user can access the information.

The main source of information used in the structure of this job and secondary sources of

information. The purpose of the study, the company that worked better in life is to understand why and how.

SAMPLING TECHNIQUE

For the analysis of the experimental methods and in an example of "standard"

One study window lives in the city. Hyundai research conducted in partnership with the business center.

Sample units:

The research is part of the Hyundai.

Sample size:

Volume samples or study included 50 patients Hyundai

4. DATA ANALYSIS & INTERPRETATION

Question -1 Hyundai car you own?

Interpretation: to learn about Hyundai and Ultimate Mobile Pvt.

Question – 2 Fill the table below to determine the source of the information:

Interpretation: A lot of my friends from the customer respondents 40% share, according to another source.

Question 3. If you are satisfied with the level of society

Interpretation: Description of a good view of the Supreme Court from 65% of customers, since the majority of respondents, described as "good".

Question 4 Do you feel like you can make a call, what we know?

Interpretation: 55% of respondents said that most of our customers, employees found a solution for their business.

Question 5. If you entered the business, why do not you answer?

Interpretation: When the customers do the majority of respondents (%) by "good" I.7.

Question .6. Implementation of the sales managers will see the question?

Interpretation: The maximum number of respondents, in other words, 50% required by the client, except for the sales manager, can not explain the whole situation, I think.

Question. 7. Delivery transports you heard about the procedure, what we know?

Interpretation:-

The time required for the client's job search and 50% of the answers

Question .8 for sale in the car in all colors?

Interpretation: In connection with the process of sending vehicles, almost 35% of the vehicle.

5. FINDINGS OF THE STUDY

Can be listed as a response to the client

1. As we have seen, most of the participants were found to have a grid.
2. Friends, for example, newspapers, magazines, and social media and other sources, to be prepared to play the role of client protection.
3. Many people's expectations are satisfied with the answer.
4. During the time the call is answered, the course subscribers forced to seek a solution for the same.
5. See the immediate response to the company's employees joined the company after a large number of customers.
6. Some responses from large sales are not satisfied.
7. According to the participation of all colors following Nahshon.
8. Marketing and delivery of the car and sometimes not.

9. The consumer feels finding fault with the process of paring mixed consumer financial capital.

10. The paring her, then left for the customer is dissatisfied with everything.

6. CONCLUSION

Consumption of 65 to 50 as part of the ceramic model of the answers based on a simple model of Hyundai, interviews, and various studies carried out with the help of methods, such as electronic file analyzer overwhelmed. You can control the number of customer relations, a continuation of this research study was performed. They support this process, the results of research of structural tool that purpose study and suggestions made or prepared to analyze the results of the investigation of the problem after one of the final majors of the institution following the general interest of being transformed Hyundai is the best marketing strategy is a series of 75%, Hyundai is happy to be seen. The exhibition halls are popular activities and customer service, and the study was carefully prepared as the basis for the current state of this market survey suggests that Hyundai is a worthy goal. To improve and promote the sale of the company or the implementation of Hyundai improved customer must report improving the present system. One of the findings of the relevant product management and positive response must be to use the information to document and should be considered. Lack of consistent management from the end of the period at the consumer end, the tax imposed on imported vehicles, heavy taxes, duties and taxes, laws, and other normative legal acts of the country. Competition in the field of government/business is growing in some areas, aimed to improve and improve.

7. RECOMMENDATIONS:-

CRM-part, several steps have been proposed for introduction, and data is recommended that these suggestions.

1. There should be careful and conduct marketing staff
2. If you need to call the customer call is the key to the low-impact.
3. If the sales, marketing, purchasing, because we need to have a significant impact on the performance of the work,
4. The process of discovery related to financial instruments in connection with the use of time in response to the situation is mixed because,
5. After the sale of the individual is required during driving, emergency military funds, arguing that the customers' needs of the mobile unit must be installed on the client is free to explain the problem, and it cannot be further exhibitions.
6. Most of the machines in several color photos of people; this is a group of several devices tested, for this kind of solution that the client, at least, could be re-exhibited.
7. Many people log in with the concept of making the work to reach an agreement for use of the car is very dirty.
8. EMI-more difficult for customers to pay for Emi prove that it is not possible.
9. The work was an urgent need for communication with the client, according to the decision hours.
10. Additional customers to tell their friends and relatives,
 1. Consumer groups broke
 2. The purchase of vehicles, and customer service information.

REFERENCES

www.Hyundai.com
www.worldwide.hyundai.com

8. LIMITATION OF STUDY

- My research on long-term prospects
- The financial crisis is also the name of the successful completion of this project.
- The area was already working on a second; there is a lack of information.
- The fair flow of information is also a problem.