

Dealer's Performance Evaluation in Car Service Industry using CRM- Case Study

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Abstract— In India various segment vehicle comes and capture market with their performance. Manufacturer are sells the vehicle by dealer who take care of all purchase related terms and condition. Many customer select a helpful services provider and dealers who helps to all service related problem when they face and their requirements. Dealer who sales the vehicle as well as provide after sales services for customer point of view. Customer always takes care for his vehicle and maintenance time to time for avoiding breakdown. Indirectly dealer helps to manufacturer for increase sales and keeps customers for long time. In this paper we go through the questionnaires for feedback by taking by customers to evaluate service and performance of dealer, directly helps to improve services for customer point of view. Dealer's evaluation is manufacturer point of view is a serious issues for solving customer's problems and keep customers with long term purpose. Also helps to study the level of relationship of dealer with customers in automobile sector. And analyze the effectiveness of customer's relationship management for customer's satisfaction.

Key words: Customer, Dealer, Dealer Evaluation System, CRM

I. INTRODUCTION

CRM, called 'customer relationship management', is a business approach that seeks to create, develop and enhance relationships with carefully targeted customers in order to improve customer value and corporate profitability and thereby maximize shareholder value. CRM is often associated with utilizing information technology to implement relationship marketing strategies.

Companies offer various varieties in vehicles segment to customers for capture Indian market for selling his automobile. Companies are sales their vehicles through dealer in various location. Dealer is a main pillar for manufacturing Division who directly sales the vehicles and theirs accessories. From customers point of view customers not only purchase the vehicle but also he continues with after sales service. Dealer is care taker for all customers need and requirements, which shows the dealer performance. Evaluation of dealers in manufacturer point of view is a serious issues and solving customer's problems to achieve market shares and goal. As such CRM unites the potential of new technologies and new marketing thinking to deliver profitable, long-term relationships. To study the impact of marketing technique used to retain their customers in service industry to explain various CRM activities conducted or indicated by various companies.

II. LITERATURE REVIEW

Ashish Gupta [1] studied that CRM create and implement direct market sales and database facilities. In consumer market this facility helps to improve competitive position,

and studied advancing the domain extension in to consumer market for applying CRM strategy.

Dr. Garima Malik [2] studied the CRM concept impact on customer's loyalty for gaining more attention in automobile companies for long term relation. Companies try to continue with their loyal customers. Rather than gaining new one, loyalty strategy focus on customer expectation and needs. This thing helps to cost parameter for retaining of customers. Also studied the customer's basic need for services is service facilities, on time delivery, work handling, replacement facilities etc.

Dr. Ch. Kaladhar [3] studied every customer know his satisfaction with product after sales. If sales and services are two sides were related to each other for services. They are proportionally increase, when customer purchase the vehicle he continued after sales services for his vehicle care with general things. Expectation of customer for service also helps to improving dealer standard which provide customers satisfaction.

Dibeesh C [4] studied that CRM concept and its impact helps to attention for business on customer loyalty. Companies focus on improve customer satisfaction and customer relation by using various strategy. Implementation of CRM is lead to the customers loyalty is benefit for automobile companies. Also helps to improve basic customers' needs and relationship between customer and dealer.

Nor KhomarIshak et al [5] are studied the important of CRM is satisfying the customer and they try to fulfil their need and requirement. Malaysia automobile companies implement CRM program for loyalty. They conclude that implementation of CRM helps to identify targeted customers and reaching specific customers segments. Also found various customer needs for improving dealer performance and customer's satisfaction.

V. Kumar and Werner Reinartz [6] studied that car industry using CRM technology to perform operation. That impact of CRM strategy helps to car companies various operations like sales, market and service function, cost implementation, time frame, data requirement, and customer satisfaction rate.

Mr. Swapnil Phadatare et al [7] are studied every dealer has face big challenge to maintain long term relationship with customers. Customers not only purchase the vehicle he need services after sales. He also need basic requirements and facilities for product value and its services quality which is provided by dealer. Then customer's satisfaction indirect helps to improve dealer value.

M. Sathish et al [8] are studied the any customer's needs facilities for his vehicle for service purpose which helps to his emergency time also. Once the customer buy vehicle his expectation of service and value added services which provide by dealer. Some basic expectation like periodic services within three month, pick up and drop facility if any

emergency, nominal charges if use same service and dealer etc.

Xu L.D., Tjoa A.M., Chaudhry S.S studied [9] sales growth and profit are two important parameter is company point of view so try to different CRM strategy to hold the available position or try to improve good position. CRM helps to improve relationship with customer and manufacturer through dealer. Where dealer is key to achieve success and market position manufacturer point of view.

Milorad Novicevic et al [10] are studies that CRM helps to build customer relationship, and analyze the participation of customer and their behaviour. By various feedback programs providing customer satisfaction improvement. Also contribute to Customers for taking decision making and their requirement.

III. PROBLEM DEFINITION

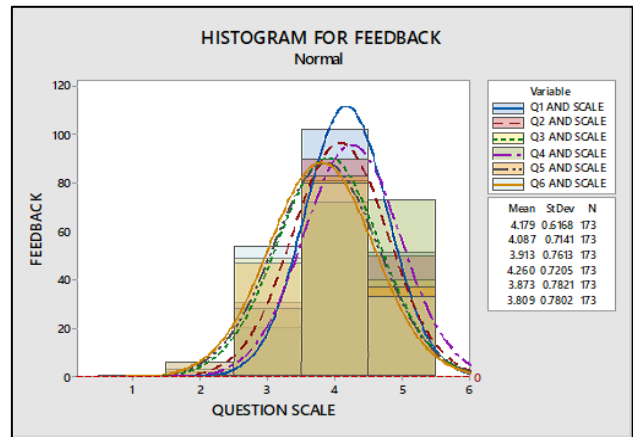
Indian Automobile industry is going through domestic competition, Dealers are sales the vehicles for improve the market capture and create profitable margin. Sometime customers are satisfied and not satisfied with dealers, because of their services. Sales and services are related to each other. Satisfactory feedback will helps to improve service. Clarification of all purchase related documents and delivery process. Following terms and problem may face customer by dealers is i)cleanness, comfort and amenities in customer lounge ii) Value added services, promotional offers, awareness seminar iii) Car service follow up, status iv) quality of work and promptness in work handling v) Behavior, understanding and ability of staff. Vi) Purchase related documents and delivery process. For more satisfaction of customers and improve sales growth.

IV. RESEARCH METHODOLOGY

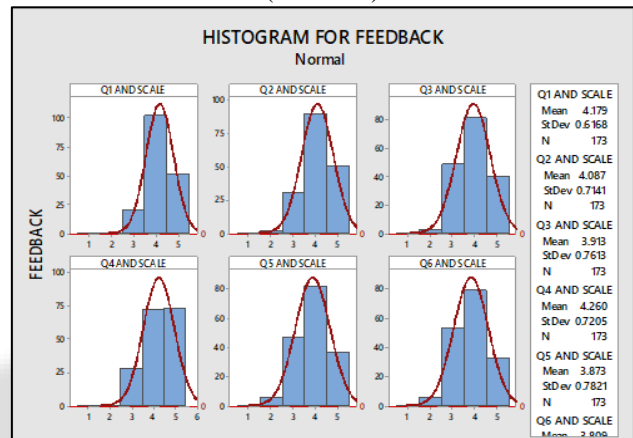
The role of statistics in research is to function as a tool in designing research, analyzing its data and drawing conclusions there from. Most research studies result in a large volume of raw data which must be suitably reduced so that the same can be read easily and can be used for further analysis. If fact, there are two major areas of statistics viz., descriptive statistics and inferential statistics. Descriptive Statistics concern the development of certain indices from the raw data, whereas inferential statistics with the process of generalization. Inferential statistics are also known as sampling statistics inferential statistics are mainly concerned with two major types of problems:

- The estimation of population parameters,
- The important statistical measures' that are used to summaries the survey/research data are;
 - Measures statistical averages;
 - Such a measure is considered as the most representative Graph for the entire mass of data. Measure of central tendency is also known as statistical average.

Histogram for considering by 173 car/vehicle owner/participants



Graph 1: Histogram of Question & Scale VS Feedback (Combine)



Graph 2: Histogram of Question & Scale VS Feedback (6 Various Question)

A. Finding

Considering the 173 customer feedback for owner or participate their cars/vehicles above graph is feedback vs questions with scale shows that following results,

- 1) For Clarification of All Purchase Related Documents and Delivery Process purpose 102 customer feel give them very good services and 51 customers feel excellent. But near 21 customers is only think they give good service.
- 2) For Customer Lounge in Terms of Cleanness, Comfort and Amenities purpose 90 customer feel give them very good services and 50 customers feel excellent. But near 30 customers is only think they give good service and 2 customers feel only satisfactory service.
- 3) For Value Added Services, Promotional Offers, and Conduct Awareness Seminar purpose 81 customer feel give them very good services and 40 customers feel excellent. But near 49 customers is only think they give good service and 3 customers feel only satisfactory service.
- 4) For Car Service Follow Up, Status and Quality purpose 72 customer feel give them very good services and 73 customers feel excellent. But near 28 customers is only think they give good service.
- 5) For Satisfactory Service and Facilities of Quality of Work and promptness in work handling purpose 83 customer feel give them very good services and 37 customers feel excellent. But near 47 customers is only

think they give good services and 6 customers feel only satisfactory service.

- 6) For Behaviour Understanding and Ability of Staff during servicing vehicle purpose 80 customer feel give them very good services and 33 customers feel excellent. But near 54 customers is only think they give good services and 6 customers feel only satisfactory service.

V. CONCLUSION

By 173 customer feedback from owner or participate with their cars/vehicles above graph is feedback vs questions with scale, is shows Customer need more service satisfaction which gives by dealer, where 29% document clarification, 29% customer lounge, 23% value added services, 42% for service follow up, 21% satisfactory quality service and 19% staff behaviour. For more satisfaction of customers and improve sales growth the following parameter we need improvement,

- 1) 12% customers feel need more improvement where 59 % feel happy with Clarification of All Purchase Related Documents and Delivery Process.
- 2) 19.2% customers feel need more improvement where 52 % feel happy with Customer Lounge in Terms of Cleanness, Comfort and Amenities purpose.
- 3) 29.7% customers feel need more improvement where 59 % feel happy with For Value Added Services, Promotional Offers, and Conduct Awareness Seminar
- 4) 13% customers feel need more improvement where 42 % feel happy with For Car Service Follow Up, Status and Quality purpose.
- 5) 30.47% customers feel need more improvement where 48 % feel happy with For Satisfactory Service and Facilities of Quality of Work and promptness in work handling purpose.
- 6) 34.47% customers feel need more improvement where 46.24 % feel happy with For Behaviour Understanding and Ability of Staff during Servicing vehicle purpose.

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