

Research Project Report
“Customer Relationship Management”
(Zomato V/S. Swiggy)

FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT
FOR THE AWARD OF
BACHELOR OF COMMERCE

UNDER THE GUIDANCE OF
Prof. JYOTI DUA

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I am grateful to my guide **PROFESSOR JYOTI DUA** for his efforts during my project work. My sincere thanks to all other who were associated with the project directly or indirectly for providing me the excellent guidance during the project.

DECLARATION

I, CHETANYAKAUSHIK, Roll No.17GSFC101014 student of School of finance and commerce, Galgotias University, Greater Noida, hereby declare that the project report “Customer Relationship MANAGEMENT” is an original and authenticated work done by me.

I further declare that it has not been submitted elsewhere by any other person in any of the institutes for the award of any degree or diploma.

Name and Signature of the Student :

CHETANYA KAUSHIK

CERTIFICATE

This is to certify that the project report “CUSTOMER RELATIONSHIP MANAGEMENT” been prepared by CHETANYA KAUSHIK under my supervision and guidance. The project report is submitted towards the partial fulfillment of 3 year, Full time BACHELOR OF COMMERCE.

Name & Signature of Faculty :

Asst. Prof. Jyoti Dua

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ABSTRACT

The ideas behind relationship management are by no means old. Now a days CRM has appreciate that how you understand and manage the customers, It provide long way to acknowledge the success ,profitability, and organisation are making huge profit from customer. The concept of customer relationship management have been in the air ever since people started exchanging things, it is a concept came into existence .Companies are already pouring so much money through this system and it provide many services so that organisation become effective and help to build strong customer relationships through any direct or indirect channel a consumer might used. “What is CRM?”. In brief, CRM is the total process of getting customers, keeping customers maximizing customer profitability, behaviour etc. Since “the customer is always right” calls between the client and the employee, in Customer Care department, must be recorded in order to analyze the voice, to keep control on Customer-Employee relation. Companies that consider the relationship with clients as number one in their working process, face problems in “how to keep eyes on employees” and waste lots of time in hearing recorded calls. Since most of the CRM’s find difficulties in moving data from the company database to the CRM database, which would be expensive and wastes a lot of time. There is a need of a new tool that allows transferring data from existing database to server side where it can be previewed or imported to CRM database.

INTRODUCTION

THE ORIGIN OF CRM

A CRM system eventually emerged as consisting of company-full of information which is depicted sophisticatedly to increase business profit and meliorate customer satisfaction and loyalty, on the same hand reduces business cost and investment. With a history rooted in the 1980s, the evolution of CRM began with the advent of database marketing. Organizations were able to generate personalized communications to a group of customers by analyzing data. Hard to track, unorganized and difficult to update, CRM systems of the 80s were not the seamless operations they are today.

Current trend in CRM

CRM systems have grown and evolved so much over the last decade that in some cases they now mimic ERP systems in some areas. This is great on the surface, but for a salesperson who's on the road and needs to focus on selling, or a customer service rep who's trying to find the right information quickly, the systems have become somewhat cumbersome. H. Deans, Senior Partner of David H. Deans & Associates, sees AI as a tool companies can use to more effectively manage their relationships with customers. AI will be able to "create 'personalized agents' that, via machine learning, discover the primary needs and wants of sellers for automated assistance," he explains. One of the biggest benefits of AI is its capacity to take over tedious, time-consuming manual tasks. The ultimate goal, Deans says, is to use robotic automation to enhance productivity. Hyken agrees AI can be helpful but doesn't see it advancing much beyond improving in its current function: answering basic customer questions. So while AI is getting better at what it already does, it won't replace humans anytime in the next several year.

DATA COLLECTION

Primary Data is a survey method based on original data. The important thing required for the gathering of data were based on questionnaire for the selected respondent who purchase products from organisation and making Questionnaire for the daily purchase products from organisation. Life history profiles related to the customer were including in Part I of the Questionnaire. Part II including interview schedule related to the organisation pertaining profile. “awareness about customer service have been given in Part III of the Interview Schedule for the respondents purchasing product from organisation. In the case of Customer Relationship Management” Interview schedule Method relating to customer service were included in Part III and intention for purchasing product in part IV . Part V and VI of the survey Method were blue print to understand customer “ mentality and sense of achievement in the direction of product quality and customer service respectively. Questionnaire in Part VII and VIII including questions for determining customer “perception and experience regarding the role of core and supplementary services at the product level.

Secondary data

- Magazine
- Internet
- News papers
- Wikipedia
- Quora

RESEARCH OBJECTIVES

- To analyse the relationship between efficient CRM strategy and level of customer's satisfaction in Swiggy and Zomato.
- To compare the impact of marketing and sales processes of Swiggy and Zomato on customer attitude toward the brand.
- To identify the potential ways of increasing the customer loyalty and adding new customers in the market share of Swiggy and Zomato.
- To analyse the relationship between the effective delivery services and level of customer's satisfaction in Swiggy and Zomato.

Research Design

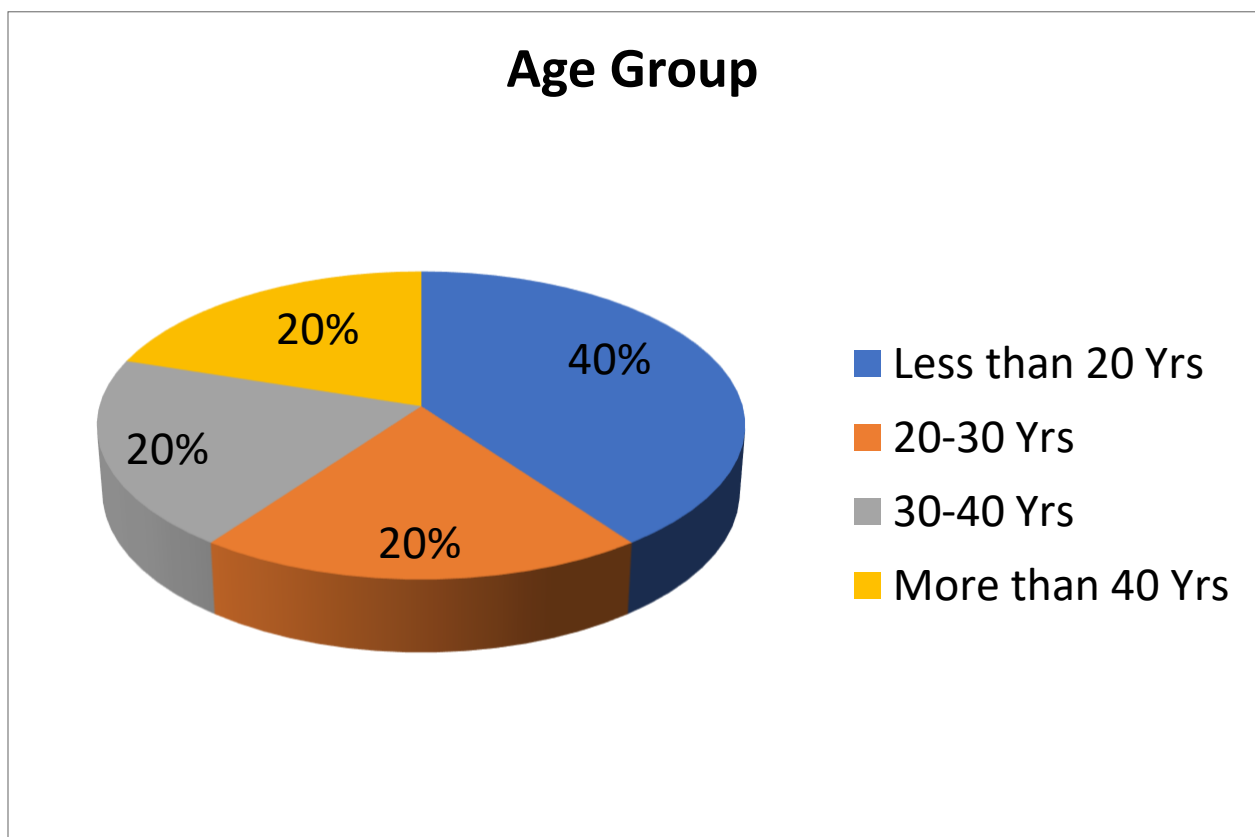
It is the overall picture for essential work that guides the worker in a way towards the accomplishment of the objectives. Primary data and Secondary data has supported the researcher to find the perception, usage, and awareness of Customer Relationship Management among the respondent.

Sample Design

It is essential in every important study. Hence, the researcher decided to collect the data through multi

stage sampling and using different survey methods.

RESULT ANALYSIS (Zomato V/S Swiggy)



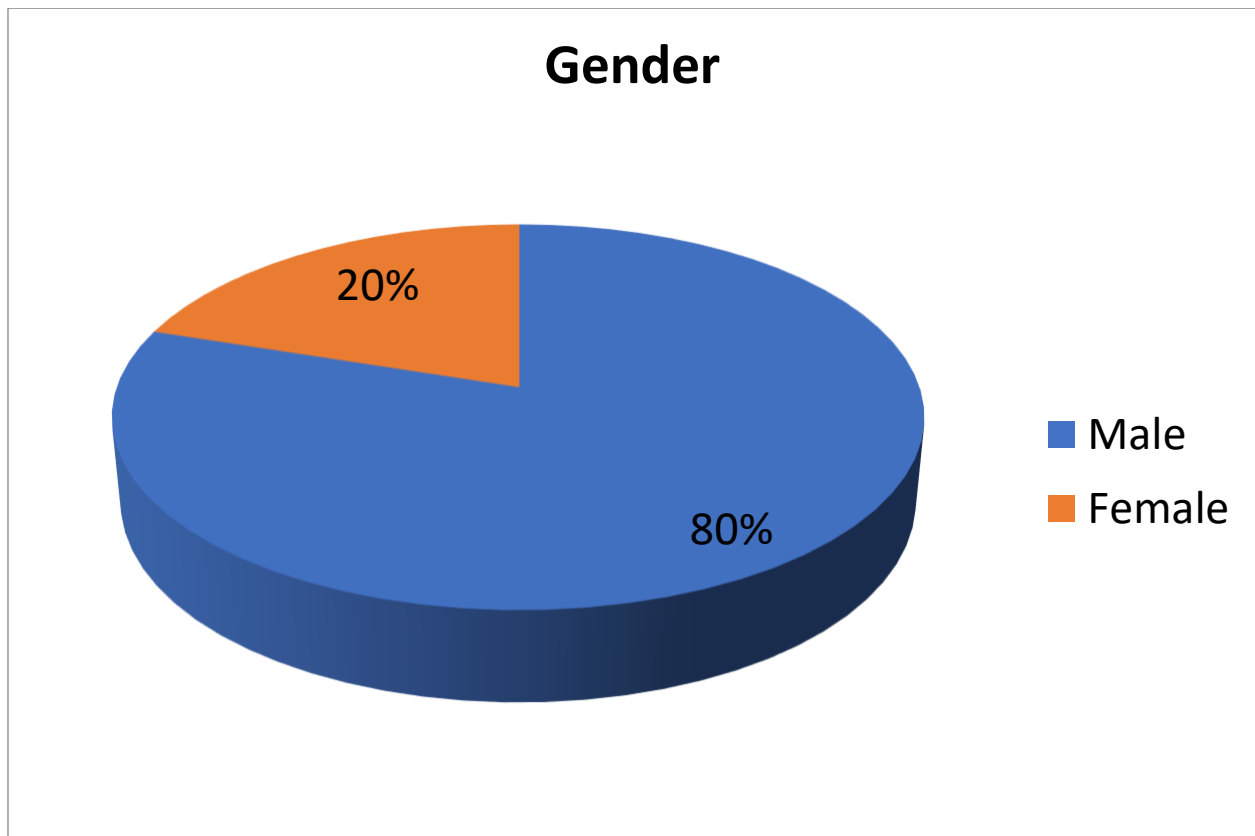
AGE.

Less than 20 year.

NO. OF RESPONDENT

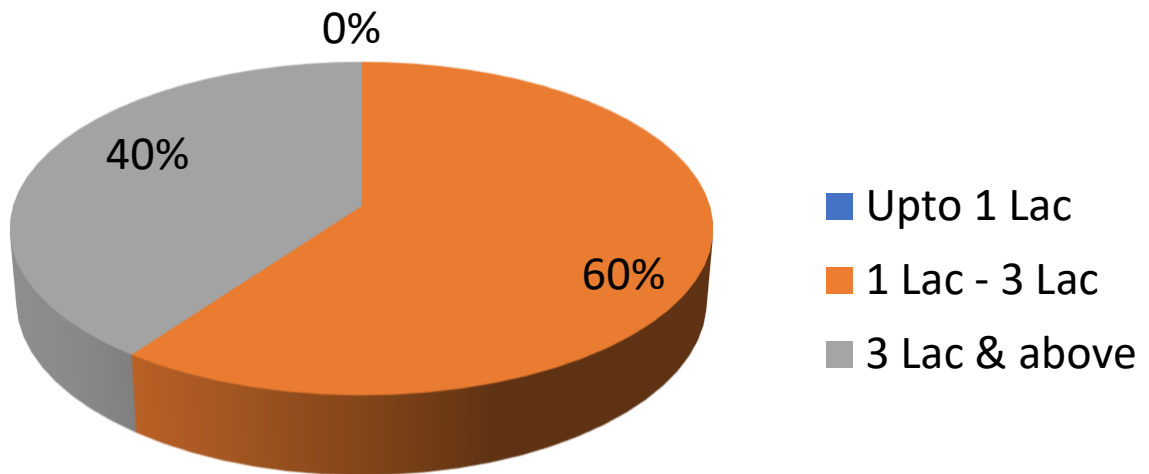
12

20 to 30 year.	6
30 to 40 year.	6
Greater than 40 year	6
TOTAL	30



Gender.	No of respondents
Male.	24
Female.	6
Total	30

Annual Family Income



Annual income

1 Lakh

1 Lakh to 3 Lakh

3 Lakh & above

Total.

No of Respondent

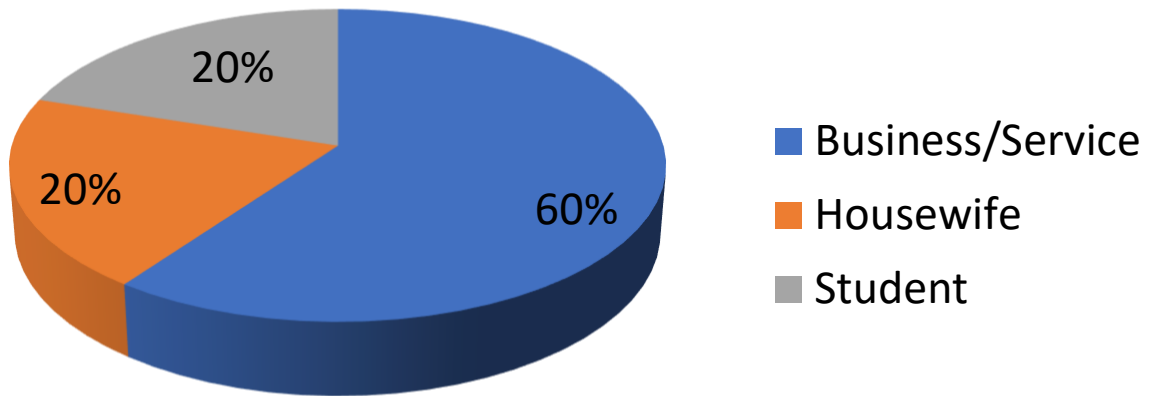
0

18

12

30

Occupation



Occupation

No of respondents

Business/services

18

Housewife.

6

Student.

6

Total.

30



Order food online

No of Respondent

Yes

30

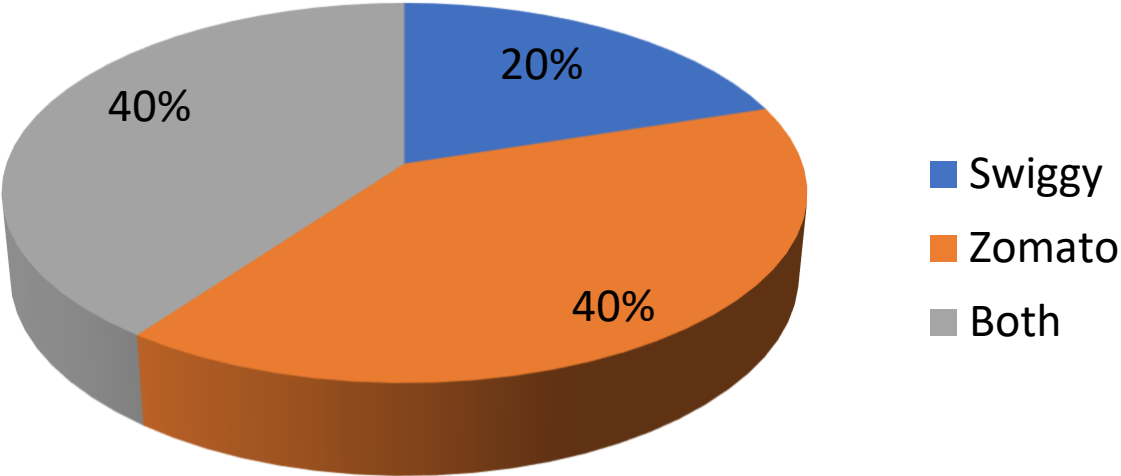
No

0

Total.

30

Which company do you prefer?



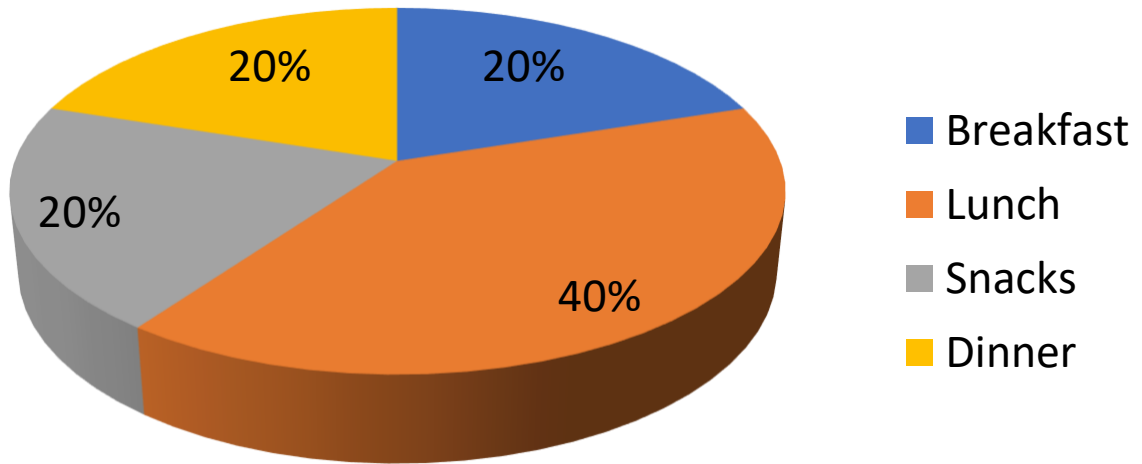
Prefer company

No. of Respondents

Swiggy
Zomato
Both
Total

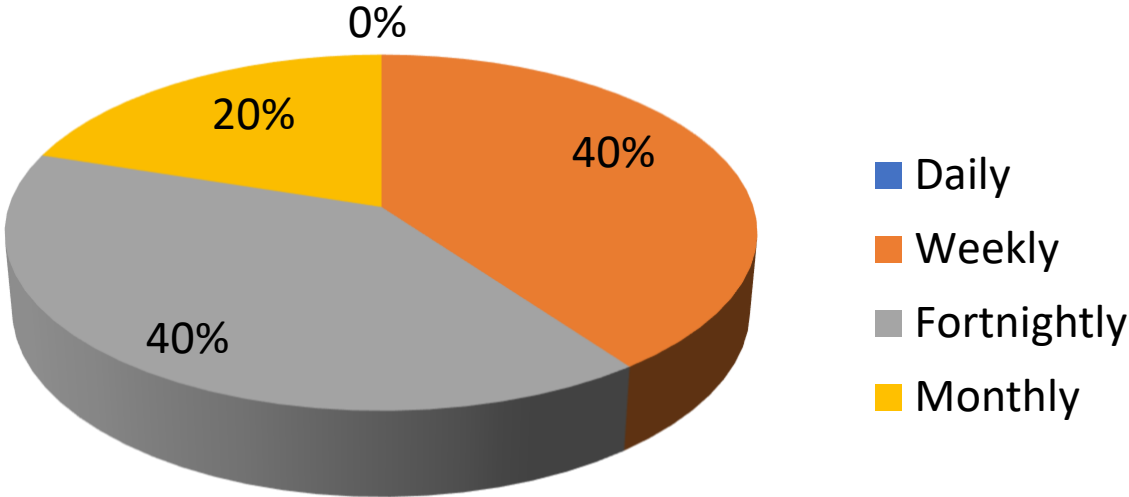
6
12
12
30

Which meal you typically order food online?



Meal Type	No. of Respondents
Breakfast	6
Lunch	12
Snacks	6
Dinner	6
Total	30

How often you order food online?

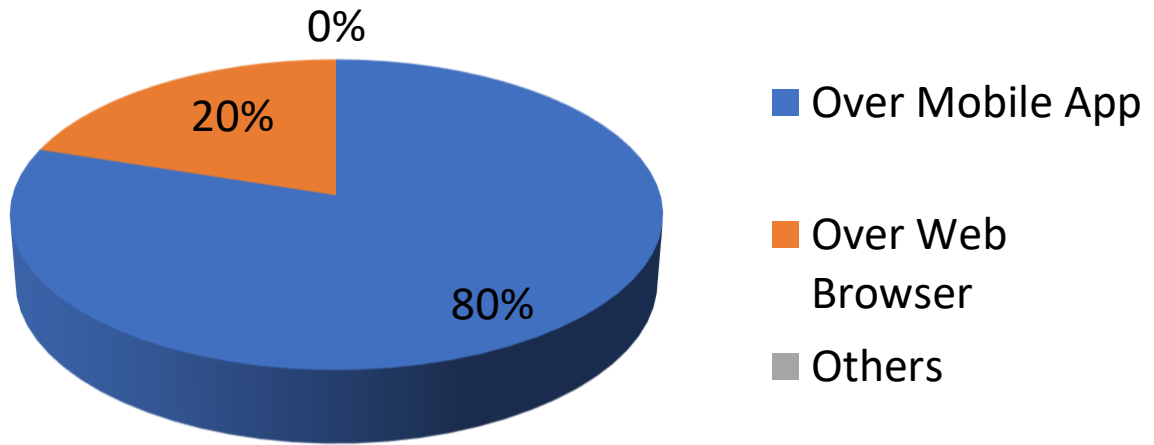


Order frequency

No. of Respondents

Daily	0
Weekly	12
Fortnightly	12
Monthly	6
Total	30

How do you prefer to order food?



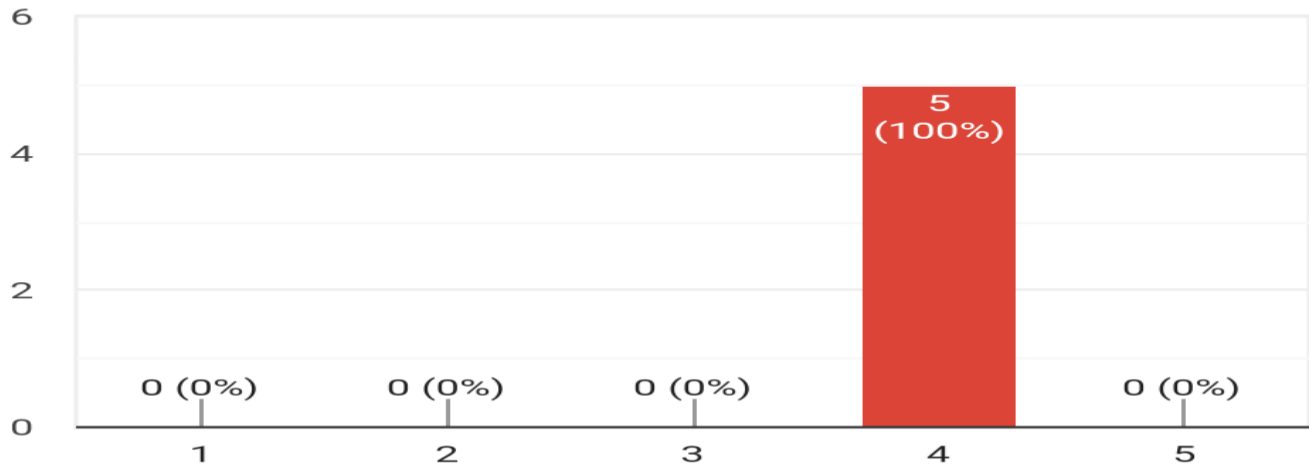
Order Method Preference

Over Mobile App
Over Web Browser
Others
Total

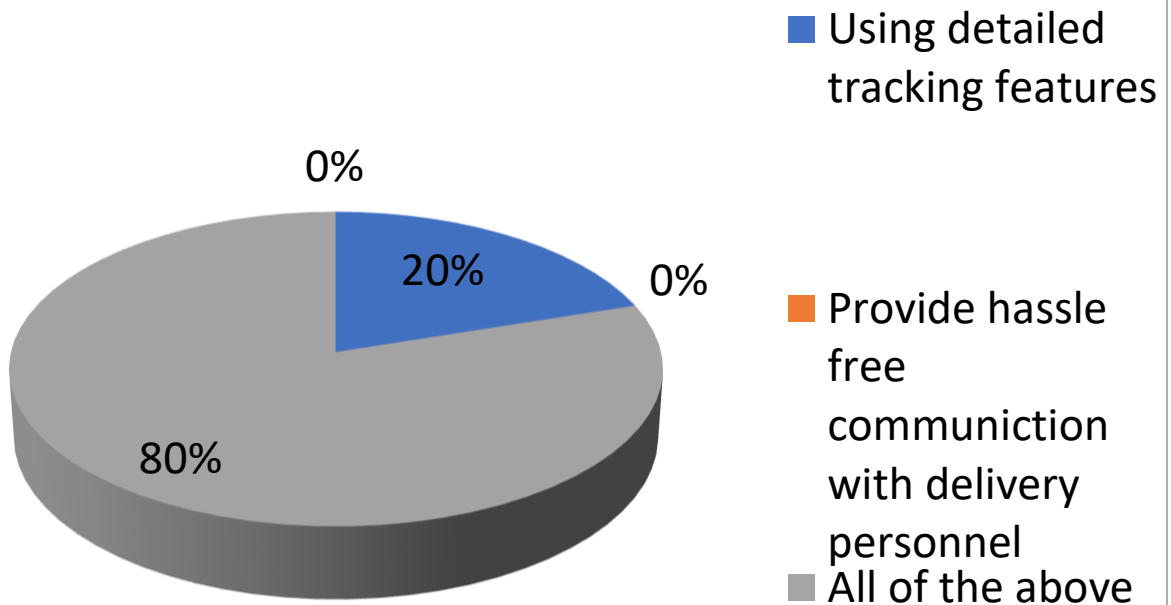
No. of Respondents

24
6
0
30

10. Please rate various aspects of Swiggy & Zomato in Delivery service?
5 responses



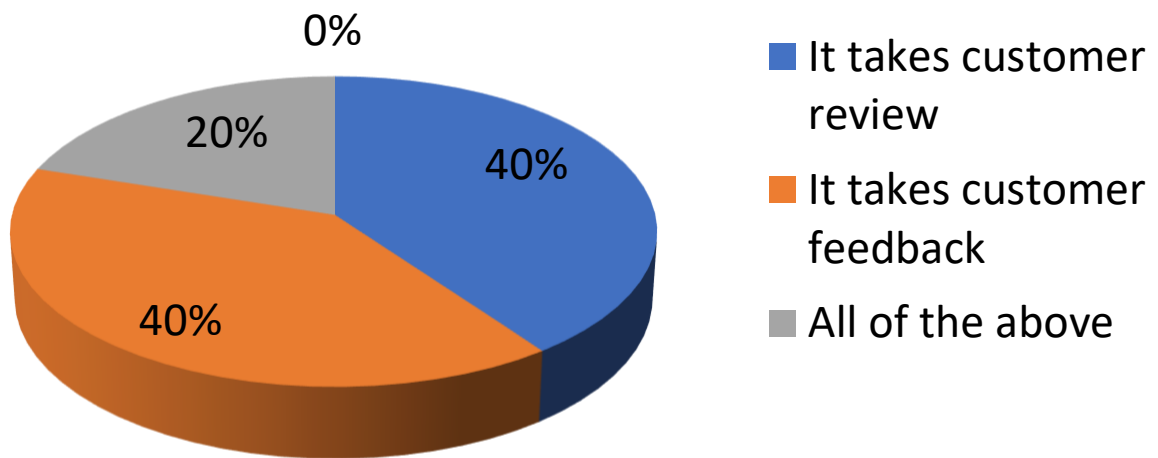
How Swiggy & Zomato maintain customers?



Total No. of Respondents :

30

How Swiggy & Zomato satisfy customers?



Methods adopted to satisfy customers

No. of Respondents

Customer Review	12
Customer Feedback	12
All of the above	6
None of the above	0
Total	30

FINDINGS

- More than 79 percent respondents consider efficient customer response as important. Arranging conferences, workshops, offering free consultancy are some of the prominent initiatives for improving customer loyalty.
- The internet is being used by more than 60 percent respondents to take relevant information about goods and services of various organisations. 50 percent or slightly more respondents use internet to give review and read the review of various organisations.
- More than 90 percent respondents agree that this system is a strategy and does not the technical system, customer satisfaction leads towards greater customer loyalty.
- More than 80 percent agree that attending to the respondent problem offers an greater chance to gain respondent trust.
- More than 70 percent agree that happy employees can create happy customers.
- System enable the customer relationship management has been used towards a large area by all respondents for billing and invoicing, complaint management, sales and marketing, contact management, inventory management, after sales service etc.

SUGGESTION

- Organisation take responses from the customers through online mode and survey method and it should be adopted by more and more organizations to understand the customer better.
- Professional research groups must be used to a larger extent to collect accurate information about the customer and his buying psychology with greater and effective use of the internet should be made for taking customer problem, product related problem along with electronic catalogues and product specifications and must be implemented to a greater extent.
- The Organisation done the hard work to maintain the good relationship with customer and take acknowledgement from the customers by treating your customer with good behaviour.
- Good rapport and relation building with customers should be done with more efforts and understanding by information sharing and being in touch with the customers with greater use of interactive websites must be made for better connectivity with customers.
- Social networking can also be used effectively for building relations with the customer.

CONCLUSION

Every organization has slowly but definitely started the process of CRM implementation although each organization has different CRM systems such as sales force automation and marketing automation etc. CRM is the famous technology mode which provides many services that is online mode which help to provide Money transactions easily such as the email, followed by sales force automation. It is a famous source to keep data and take feedback of the respondent through online such as email, sales force automation and central system. CRM is online and centralised system which helps the organisation to feedback of customer etc. It is a mostly used channel taken by business to talk with customers through various channels such as salespeople, sales force automation, service automation etc. organisations take advice from a consumer feedback activity or we can do the toll free number closely followed by Customer visits, market research and sales calls. It also provides open talking opportunity, organisation unit work, inspiration to build strong customer relationship with organisation, unit system behaviour are comparatively not necessarily used or not more than it.

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