

Customer Relationship Management on Googol Soft Technologies

G.Madan, R. Ramamoorthy, Vimala.D

Abstract: *The best organization challenge in the new thousand years of progression and globalization for a business is to serve and keep up incredible relationship with the master – the customer. In the past producers thought little of their customers, because around then the customers were not mentioning nor had elective wellspring of supply or suppliers. Nevertheless, today there is an extraordinary change. The changing business condition is depicted by money related movement, growing competition, high buyer choice, mentioning customer, more complement on quality and estimation of acquirement, etc.*

All of these movements have made the present producer move from regular displaying to current advancing. Present day promoting calls for more than structure up a thing, esteeming it, propelling it and making it accessible to target customer. It solicitations building trust, a coupling force and worth included relationship with the customers. The path toward structure up a supportive and agreeable association between the buyer and shipper is considered customer relationship the officials in a matter of seconds called CRM. The likelihood of CRM is to know the individual customer actually, with the objective that the association has a changed thing arranged for him even before he demands it.

Keywords : *sociology, generalizability discernments*

I. INTRODUCTION

By and large markets for the normal and standard healing plants have expanded premium. The Indian beautifiers industry acknowledge an essential occupation in ayurvedic and home created improving experts area since India is normally solid in this field . The world home created market yields 51210 crores pay. In this present China's offer is 18,000 crore, yet India's offer is just 280 crore. To improve India's share in the general market, nature of social security things ought to be tapped and broadened. The first being the improvement for the excitement for Indian financially able things and the second being the all-encompassing getting power of the normal Indian. For example, home created improving authorities from India have an unprecedented excitement for the abroad market and different medicinal

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things that are made in India today are given to comprehensive providers of checked wonderfulness care things like The Body Shop for instance. New feelings that have been disclosed by a development of improving pros business highlight evaluation India uncover that different International affiliations are legitimately redistributing beauty care products to India and that the matter of therapeutic things India is making at a regular pace of for all intents and purposes 20% yearly. [1],[3],[5]

II. RESEARCH STUDY

Descriptive type of research has been adopted for this research and description of a phenomenon or characteristics associated with the population are also dealt with.

Zone studies are interdisciplinary fields of research and grant relating to specific geological, national/government, or social districts. The term exists essentially as a general depiction for what may be, in the act of grant, numerous heterogeneous fields of research, including both the sociologies and the humanities. Run of the mill territory studies projects include history, political theory, humanism, social investigations, dialects, geology, writing, and related controls.

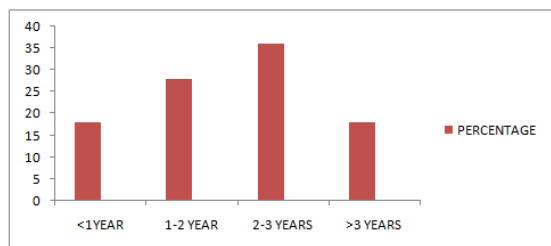
The study is conducted in marketing department of Googol soft Technologies in Chennai. Googol soft Technologies has customers from all over the India. [2],[4],[6]

III. DATA ANALYSIS AND INTERPRETATIONS

Table 1: Showing the association of customers with Googolsoft Technologies International

		Frequency	Percent	Valid Percent
Valid	<1 year	18	18	18
	1-2 years	28	28	28
	2-3 years	36	36	36
	>3years	18	18	18
	Total	100	100.0	100.0

FIG 1:%Customers across years



Inference:

The above chart shows that 36% of customers are availing services from Googolsoft Technologies for more than 2 years to less than 3 years, 28% are availing services for more than 1-2 years, [26],[28],[30]18% are availing services from less than 1 year and 2% are availing services from more than 3 years. Hence, the service lag has been there that has to be improved with customers of Googolsoft Technologies. [8],[10] ,[12]

IV. RESULTS

- It was found that majority of GOOGOLSOFT's customers are availing services from the company from 2 to 3 years. [25],[27],[29]
- 43% of customers availed Web Development Services from GOOGOLSOFT TECHNOLOGIES and only 8.3% have approached for Placement and Executive search.
- Out of 60 customers 65% of the customers had shifted to GOOGOLSOFT TECHNOLOGIES from other companies. Out of that 69% of customers availed the same services from Photon InfoTech and Kumaran Systems and other customers equally availed from other local companies. [20],[22] , [24]
- 48.7% of the customers availed Placement and Executive search, 30.8% have availed software services, and 20.5% Business Consulting and none of the customers have availed Placement and Executive search from other companies.
- In case of personnel, customized solutions and communication other companies were found to be outstanding than GOOGOLSOFT. [13], [15] ,[17]
- Majority of the customers considered promptness, personnel, communication, price, post service delivery as most important attributes in the level of service.
- Communication, customized solutions and personnel are the areas where GOOGOLSOFT TECHNOLOGIES is operating below average. [19],[21],[23]
- Only 13.3% of customers had encountered problems while availing services and the problem has been immediately resolved for 62.5% of customers and for the rest it was still unresolved.
- Majority of 66.7% suggested changes to GOOGOLSOFT TECHNOLOGIES regarding communication and the rest suggested change regarding bill submission. It was found that GOOGOLSOFT TECHNOLOGIES had partially changed according to customer needs. [31],[33]

➤ 66.7% of customers rated the overall services of GOOGOLSOFT TECHNOLOGIES as good and only 25% rated as fair.

V. CONCLUSIONS

- The response levels of Googolsoft Technologies customers were good and the problems were rectified with least MTBF support system.
- The overall services provided by Googolsoft Technologies were good.
- The customers' expectations are yet to be met by Googolsoft Technologies to provide customized products. This can be achieved only through effective R&D Plant.

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