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CHAPTER 1

INTRODUCTION

1.1 Concept of CRM

Managing the interactions between a business and its current and potential clients is referred to as client relationship management, or CRM. Focusing specifically on retaining clients and ultimately driving sales growth, it utilizes data analysis based on a customer's previous interactions with a company to enhance business relationships with clients. The CRM systems that gather information from various communication channels, such as a company's website, phone calls, emails, live chat, marketing materials, and more recently, social media, are a crucial part of the CRM strategy. By employing the CRM strategy and the technology that supports it, businesses gain a better understanding of their target audiences and how to effectively meet their needs.

Consequently, vendors interact with the end customers, and Maruti uses the vendors to reach out to the sellers. As a result, there is often a significant gap in understanding client needs and requirements.
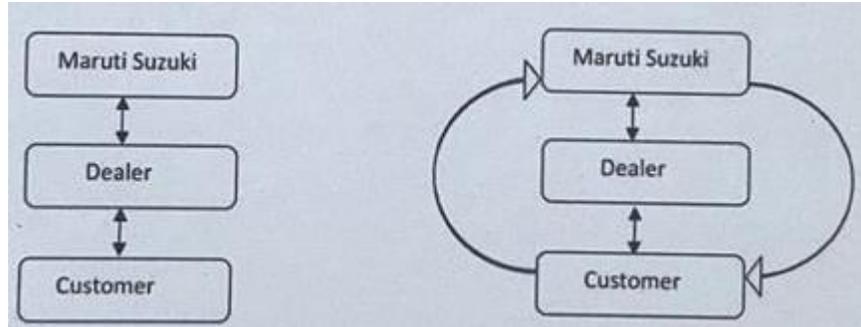

Fig 1(a). Traditional Communication   Fig 1(b). Direct Communication through CRM

With an increasing number of dissatisfied customers, there is currently no effective system in place to manage and address customer complaints promptly.

7

Recognizing the shifting dynamics in the customer market, Maruti aimed to engage with its existing customers directly to better understand their needs and enhance service. Consequently, Maruti initiated several customer-centric marketing efforts, including the implementation of Customer Relationship Management (CRM) to retain current customers, attract new ones, and boost overall customer satisfaction and loyalty.

Having a robust database is essential for conducting any form of data analysis within the analytical CRM module. Maruti has set up a network of data centers through dealer transactions and data collected via its toll-free call center. Maruti gathers information through multiple channels.
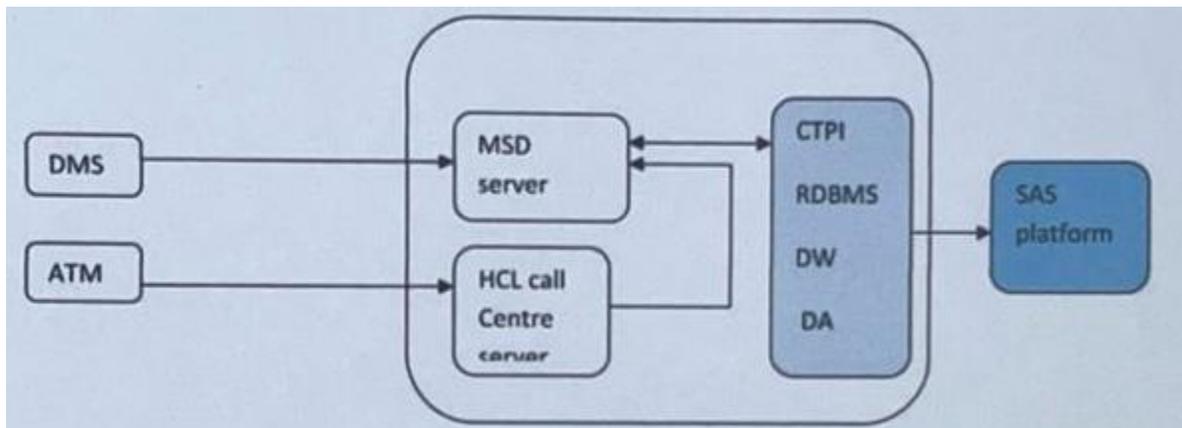

Fig 2. Customer Database Flow Analytical CRM

The need for a comprehensive database is fundamental for data analysis in the analytical CRM module. Maruti has built a network of data centers utilizing information gathered from dealer transactions and data captured from its toll-free call center. Maruti collects insights through diverse channels.

These include:

1) Any Time Maruti - a toll-free call center managed by HCL Technologies in Noida.

All types of inquiries are recorded at this center, and the information collected pertains to:

- New sales inquiries resulting from Maruti's marketing campaigns or advertisements.

- Sales inquiries or complaints from existing customers.

8

Benefit complaints

These databases are mechanized to urge moved with individual operational CRM program modules from the call Middle.

2) Merchant Administration Framework (DMS), merchant exchange module which is associated through extranet to the central server of Maruti.

All the questions (sales/service/true esteem) are logged onto the DMS entrance by the channel accomplices.

The same information is relocated to the Microsoft elements Program at Maruti.

Numerous companies have went through millions of dollars on SFA/ERP/CRM/eCRM arrangements as it were to see them come up short wretchedly.

Gartner Gather, the driving industry inquire about bunch characterizes CRM as "a client centered trade technique planned to optimize benefit, income and client fulfillment."

The key word here is "strategy". CRM isn't a bit of computer program, nor is it any

other sort of specialized arrangement. Any company that sees the way to CRM as implementing a software bundle will see their CRM project fail.

CRM may be a logic for overseeing connections along with your clients; the computer program bundle may be a apparatus merely can utilize to reach your objectives. You must characterize your CRM technique some time recently you go shopping for a specialized arrangement. At that point you must see how the arrangement fits along with your procedure, and not how your procedure can be made to fit with the specialized arrangement.

WHY CRM IS REQUIRED

Within the commercial world the significance of holding existing clients and extending commerce is fundamental. The costs related with finding modern clients cruel that every existing client may well be vital.

The more openings that a client has got to conduct trade together with your company the way better, and one way of accomplishing typically by opening up channels such as coordinate deals, online deals, establishments, utilize of specialists, etc. In any case, the more channels you've got, the more noteworthy the got to oversee your interaction along with your client base.

Client relationship administration (CRM) makes a difference businesses to gain an insight into the conduct of their clients and alter their trade operations to guarantee that clients are served within the best conceivable way. In substance, CRM makes a difference a trade to recognize the esteem of its clients and to capitalize on moved forward client relations. The way better you get it your clients, the more responsive you'll be able be to their needs.
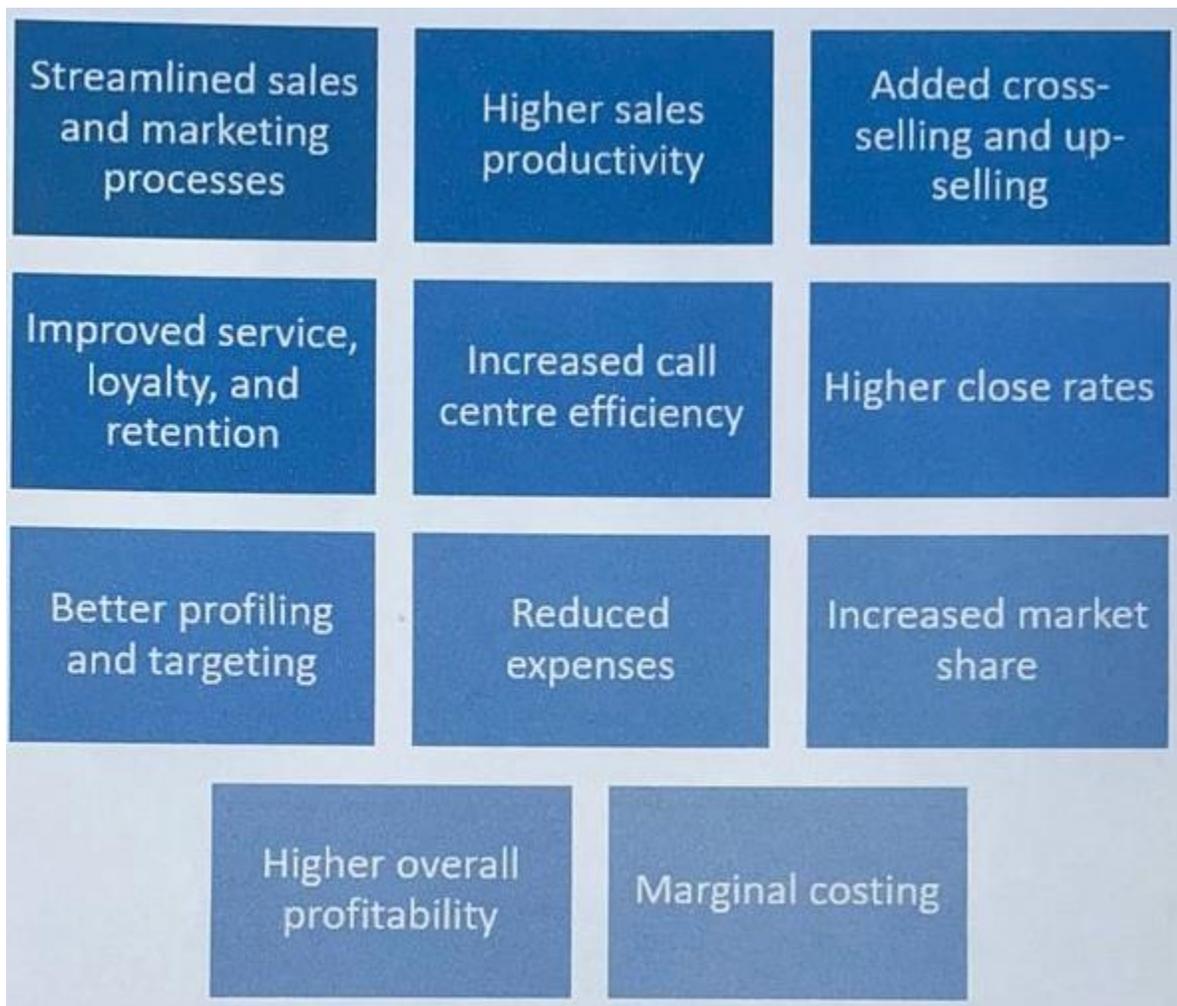
CRM can be accomplished by:

- finding out almost your customers' acquiring propensities, suppositions and inclinations
- Profiling people and bunches to showcase more viably and increment deals
- changing the way you work to move forward client service and showcasing

Profiting from CRM isn't fair a question of buying the correct software. You must also adapt your trade to desires of your clients.

CRM (customer relationship administration) is an data industry term for

methodologies, program, and more often than not Web capabilities that offer assistance an endeavor oversee client connections in an organized way. For illustration, an enterprise might construct a database about its clients that portrayed relationships in sufficient detail so that administration, sales representatives, individuals giving benefit, and maybe the client straightforwardly seem get to data, coordinate client needs with item plans and offerings, remind clients of benefit prerequisites, know what other products a client had acquired,

and so forward.

10

BENEFITS OF CRM:

Streamlined sales and marketing processes	Higher sales productivity	Added cross-selling and up-selling
Improved service, loyalty, and retention	Increased call centre efficiency	Higher close rates
Better profiling and targeting	Reduced expenses	Increased market share
Higher overall profitability	Marginal costing	

Downsides of CRM

Sensational increments in income, higher rates of client fulfillment, and critical investment funds in working costs are a few of the benefits to an endeavor. Defenders emphasize that innovation ought to be executed as it were within the setting of cautious key and operational arranging. Usage nearly constantly drop brief when one or more aspects of this medicine are overlooked:

- Destitute arranging:
  Activities can effortlessly fall flat when endeavors are constrained to choosing and sending computer program, without an going with basis, setting, and back for

11

workforce. In other occasions, ventures basically automate flawed client-facing forms instead of overhaul them agreeing to best hones.

- Destitute integration:

For numerous companies, integrative are piecemeal activities that address a dazzling require:

making strides a specific client-facing prepare or two or robotizing a favored deals or client bolster channel. Such "point arrangements" offer small or no integration or arrangement with a company's in general methodology. They offer a less than total client see and frequently lead to inadmissible client encounters.

- Toward a arrangement:

11 Specialists exhort organizations to recognize the gigantic esteem of coordination their client-facing operations. In this see, internally-focused, office.

12

CHAPTER 2

INDUSTRY PROFILE

2.1 WAREHOUSING

Car parts warehouses are specialized facilities designed to store, manage, and distribute a wide range of automotive components, essential for supporting the automotive industry by ensuring parts availability for manufacturers, repair shops, and individual customers. Key functions include inventory management with stock control, categorization, and tracking using barcode/RFID systems; order fulfilment by processing orders accurately and efficiently; and storage solutions featuring specialized shelving, climate control, and security measures. Logistics and distribution involve coordinating transportation, planning optimal delivery routes, and handling returns. Challenges include managing demand fluctuations, ensuring part compatibility, integrating technology, and balancing operational costs. Trends and innovations focus on automation, data analytics, sustainability, and customer-centric approaches.

2.2 Maruti Suzuki India Limited -WAREHOUSE

Maruti Suzuki India Limited operates extensive warehouse facilities to support its position as India's leading automobile manufacturer. These warehouses are critical for the efficient storage, management, and distribution of automotive parts and components

across the country.

These warehouses are known as Regional Parts Domestic Centres (RPDC's).

Currently there are 5 centres cater all the dealers and distributers of India and outside the India.

13

Maruti Suzuki warehouse are as follows.

DM01 : Domestic Manesar

MUL0677: Export Manesar

RPC1: Regional Parts Centre - Nagpur

RPW1: Regional Part West - Gujarat

RPE1: Regional Part East- Siliguri

RPS1: Regional Part South - Bangalore

E3PL: Cross dock warehouse

And many upcoming warehouses.

2.3 CRM in Maruti Suzuki Warehousing Operations.

Maruti Suzuki India Limited places a strong emphasis on Customer Relationship Management (CRM) within its warehousing operations to enhance customer satisfaction and loyalty. Key strategies include:

> **1. Efficient Order Fulfilment:** Ensuring precise order picking and packing to minimize errors and returns, thereby increasing customer satisfaction.

> **2. Advanced Inventory management:** Utilizing sophisticated inventory management systems that provide real-time tracking of parts and components. This transparency allows for better communication with customers regarding order status and expected delivery times.

> **3. Personalized Service:** Offering personalized services and solutions based on specific customer needs and preferences. This can include tailored delivery schedules and special handling instructions.

Each warehouse of Maruti deals with thousands of dealers, distributers and service stations. For better customer satisfaction all warehouses need to be align with best practices and proactive communications which create strong supplier relationship.

By focusing on these CRM strategies, Maruti Suzuki's warehousing operations not only ensure efficient and reliable service but also construct solid, long-lasting connections with their clients.

14

This customer-centric approach is indispensably to keeping up Maruti Suzuki's notoriety as a trusted and driving car producer in India.

TYPES OF WAREHOUSES

PUBLIC WAREHOUSEING

PRIVATE WAREHOUSING

CONTRACT WAREHOUSING

MULTI-CLIENT WAREHOUSING

BONDED WAREHOUSING

Over the final decade, the concept of worldwide warehousing has picked up ubiquity due to its viability in guaranteeing a convenient reaction to crises. These are offices that are purpose-built or purpose-designed and are worked by prepared changeless staff or utilizing 3PL

15

staff and offices. To guarantee an proficient office operation, computer-based data frameworks with modern computer program are utilized for arranging and administration of the distribution center. The distribution center operation is moderately steady, and administration centers on running it effectively and cost-effectively. Numerous organizations have centralized pre-positioning units found deliberately around the world that offer expanded administrations to other compassionate organizations on a cost-plus working charges premise.

1. PUBLIC WAREHOUSING.

Public warehouses or warehousing are those warehouses where the storage operation is run by the 3rd parties and rented for long or short periods as per the requirements.
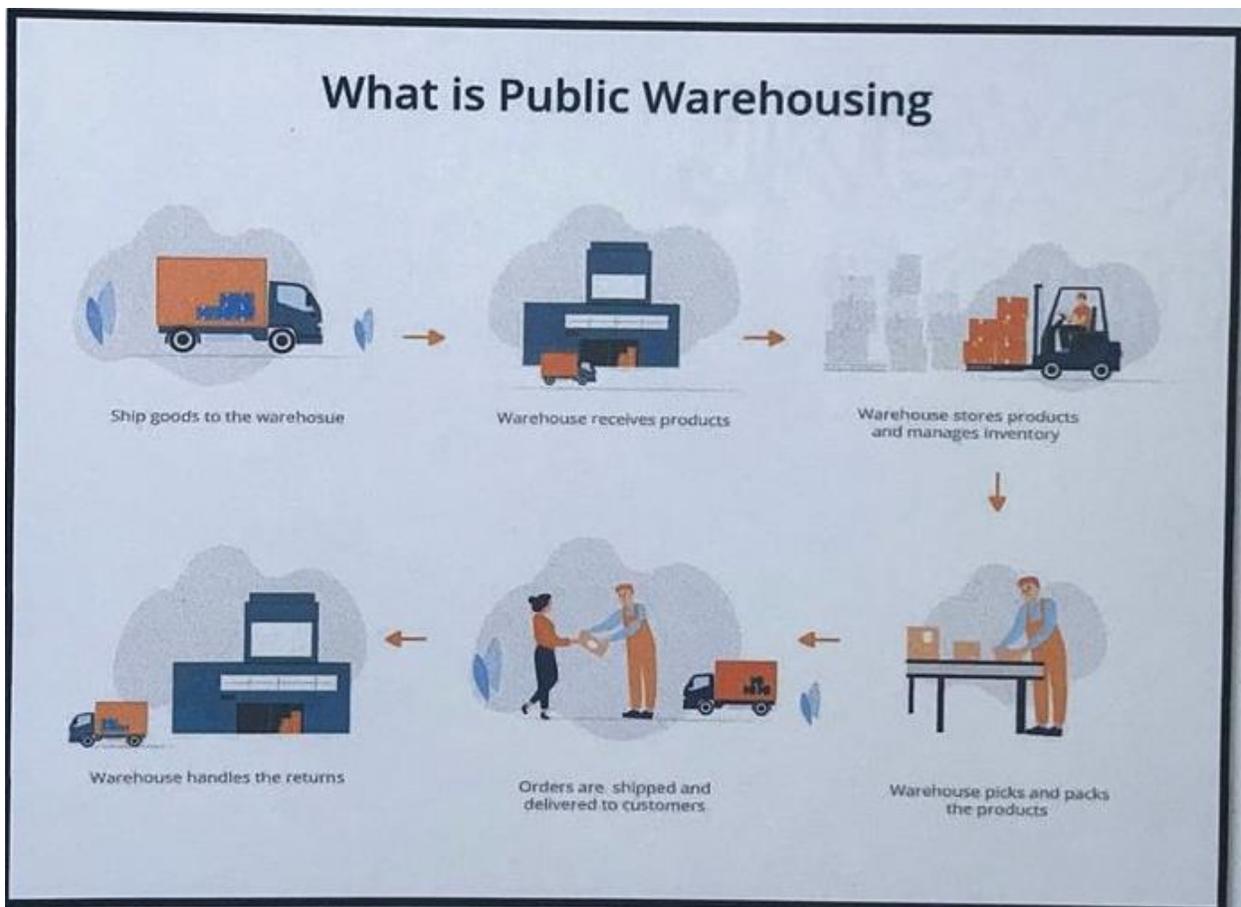
Fig 3. What is Public Warehousing

16

2. PRIVATE WAREHOUSING.

Private warehousing is claimed or rented for an amplified length of time.

• Tall Settled taken a toll

• Need of having tall and unfaltering request volumes.

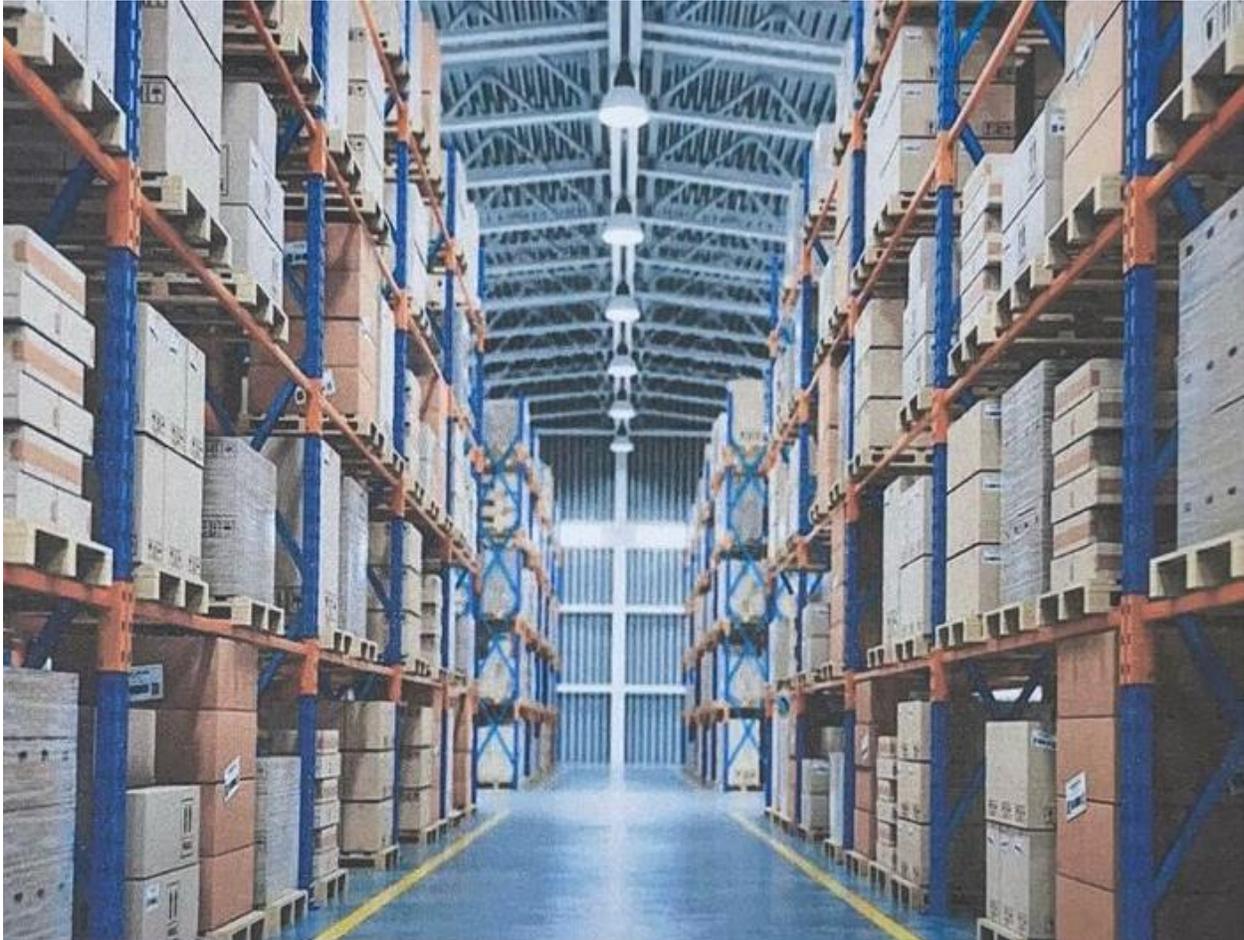• May diminish an organization's adaptabilities

Fig 4. Private Export Warehouse of Yamaha

17

3. CONTRACT WAREHOUSING.

The Contract warehousing (3PL warehousing) could be a long-term course of action giving one of a kind warehousing administrations to one client. In this, both merchants and clients share the dangers related with the warehousing.

These distribution centers are less expensive than private warehousing and more exorbitant than open warehousing.
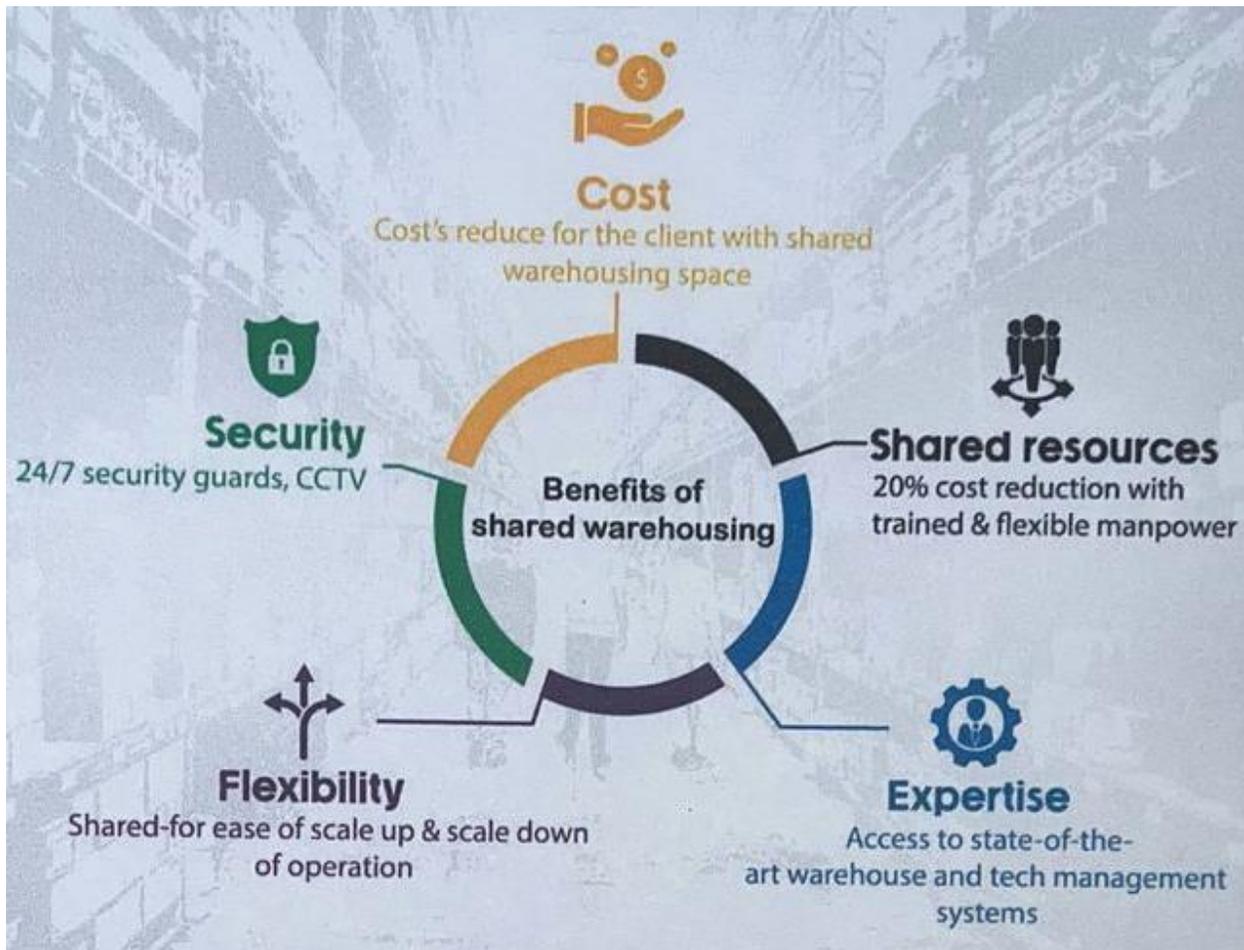
18

2. MULTI-CLIENT WAREHOUSING.

Fig 5. Features of Multi-client warehouse

Multi-Client warehouses are those warehouses where a single warehouse provides their service to multiple users at the same place depending upon their requirements. In this type of warehousing, the client needs to pay only those area costs for which they are used. It is very cost-effective.

Some examples of multi-client warehousing units:-

Fig 6. Multi-client partners

19

3. BONDED WAREHOUSING

A reinforced distribution center, frequently known as a bond, may be a office or other secure put where dutiable items can be held, manipulated, or manufactured without paying obligation. It may well be taken care of by the government or by private industry. A traditions bond must be stored with the government within the last mentioned circumstance.. (Wikipedia)
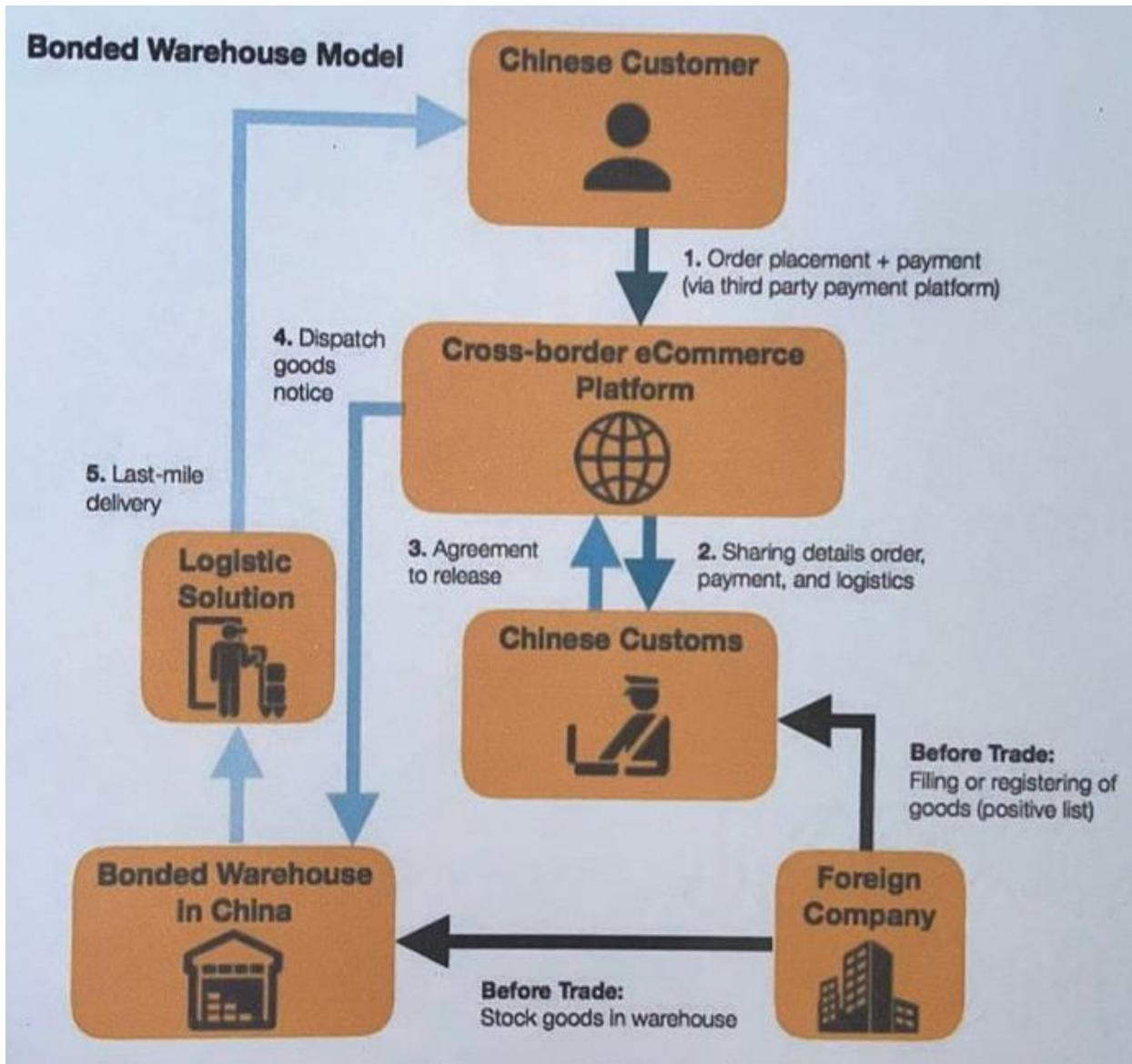

Fig 7. Bonded warehouse Model

20

POLICIES AND PROCEDURES OF WAREHOUSING.

Policies

The policies are a set of hard and fast rules that are used to regulate the defined and general tasks and operations of warehouses. These are the standard procedures under which the warehouses run and provide the services to the client.

Some of the examples of policies are given below: -

1. Organizational specific

2. Health and safety

3. Human resources management

4. Security

5. Pest control

6. Warehouse maintenance and cleaning

7. Quality control

8. Record keeping and reporting

9. Reverse logistics – Return of goods and exit strategy in the event of downscaling or shutting down operations

10. Disposal of obsolete and damaged goods.

Fig 8. Policies of Warehouses

21

Procedures

Procedures are the complete information of each step of a particular work or task.

It is detailed information regarding the step-by-step procedure or the warehouse operations. These are the selection of the best practice of the procedure.

However, we have to consider the challenges that may come while accomplishing the following procedure.

Methods ought to be considered as streamlining the trade forms and giving checks and equalizations. They direct stockroom supervisors and must have a few level of adaptability to cater to special circumstances, instead of to be inflexibly followed to. The strategies will regularly give step-by-step direction on how to oversee each angle of warehousing and may cover:
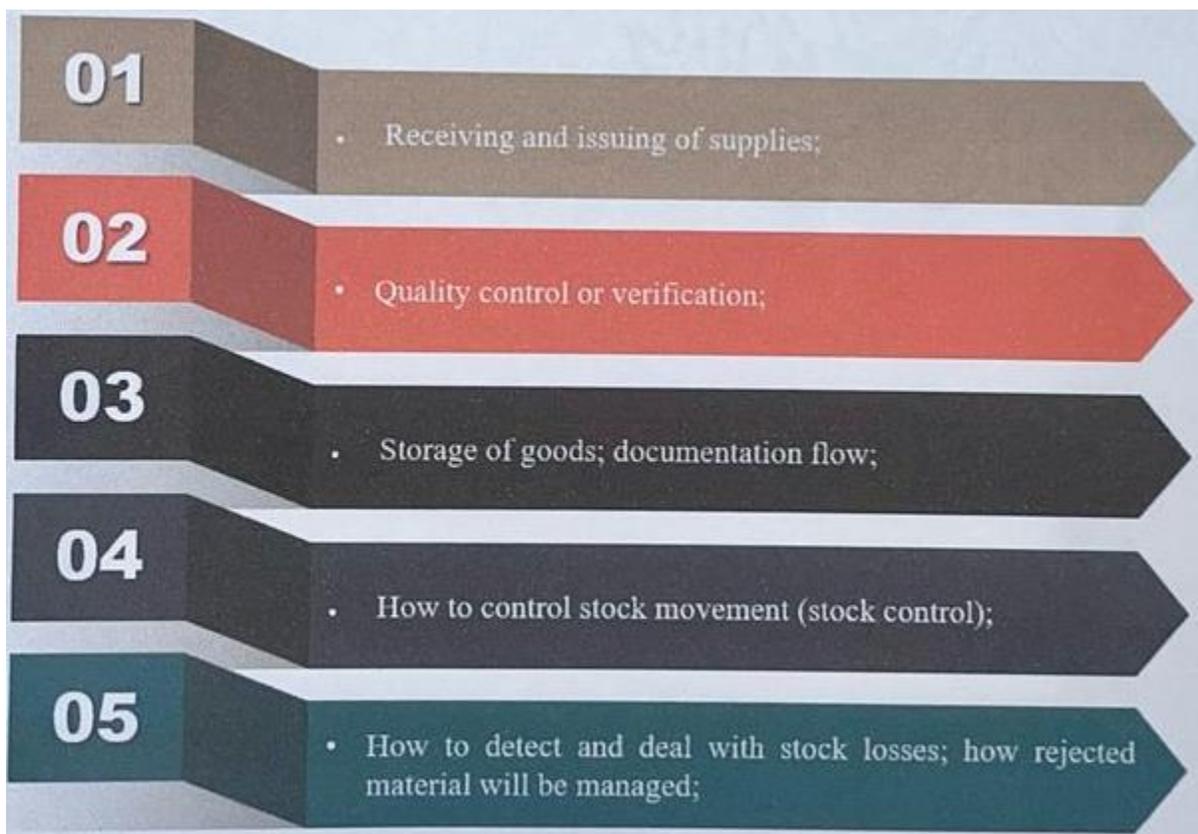

Fig 9. The procedure of selection of warehouse

22

WAREHOUSE PREPARATION PLANNING

SPACE LAYOUT

Warehouse space layout is a very crucial point of consideration as there is no fake or unproductive movement of man, material, or machine. Every inch of movement has some fatigue level and cost behind each step of movement hence we have to make sure there should be no gap in flow or material. Please refer below set of activities.
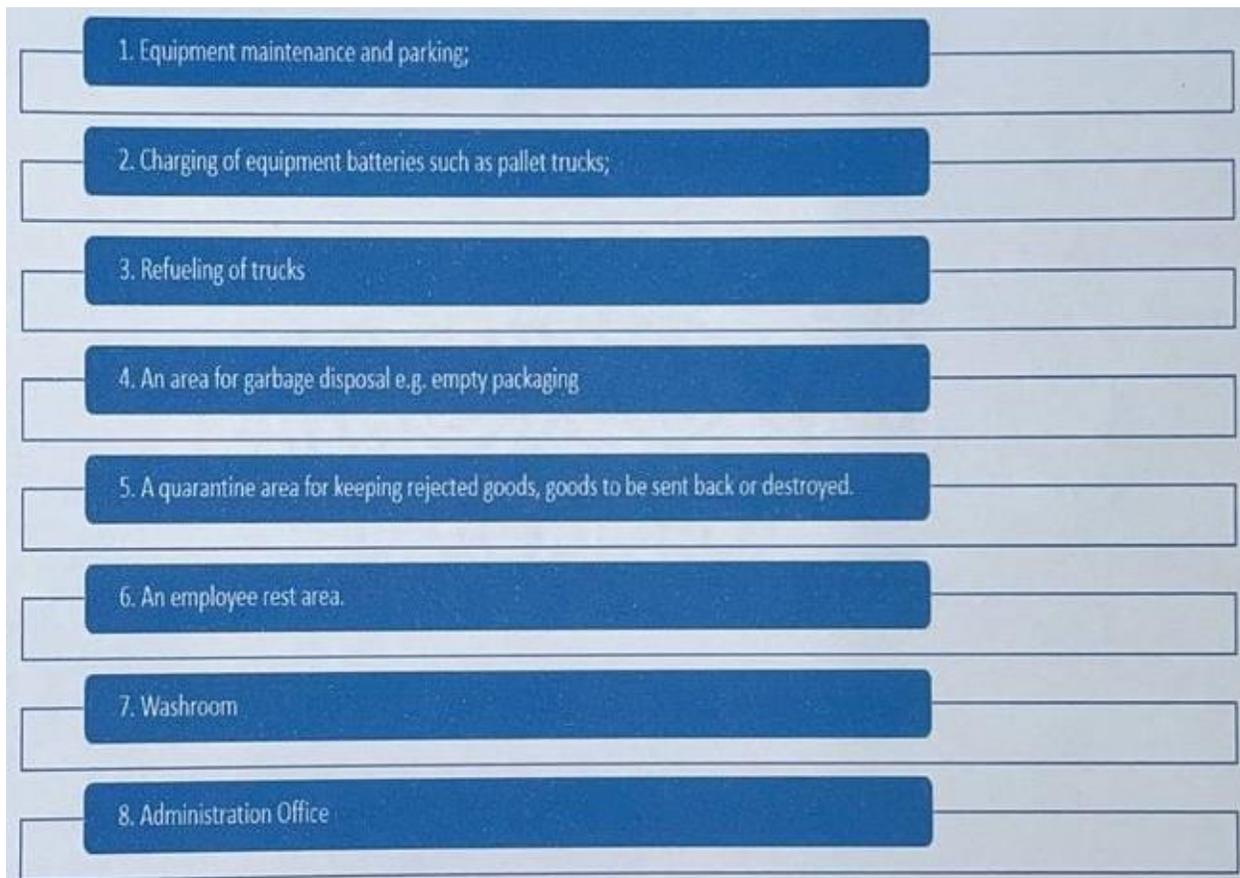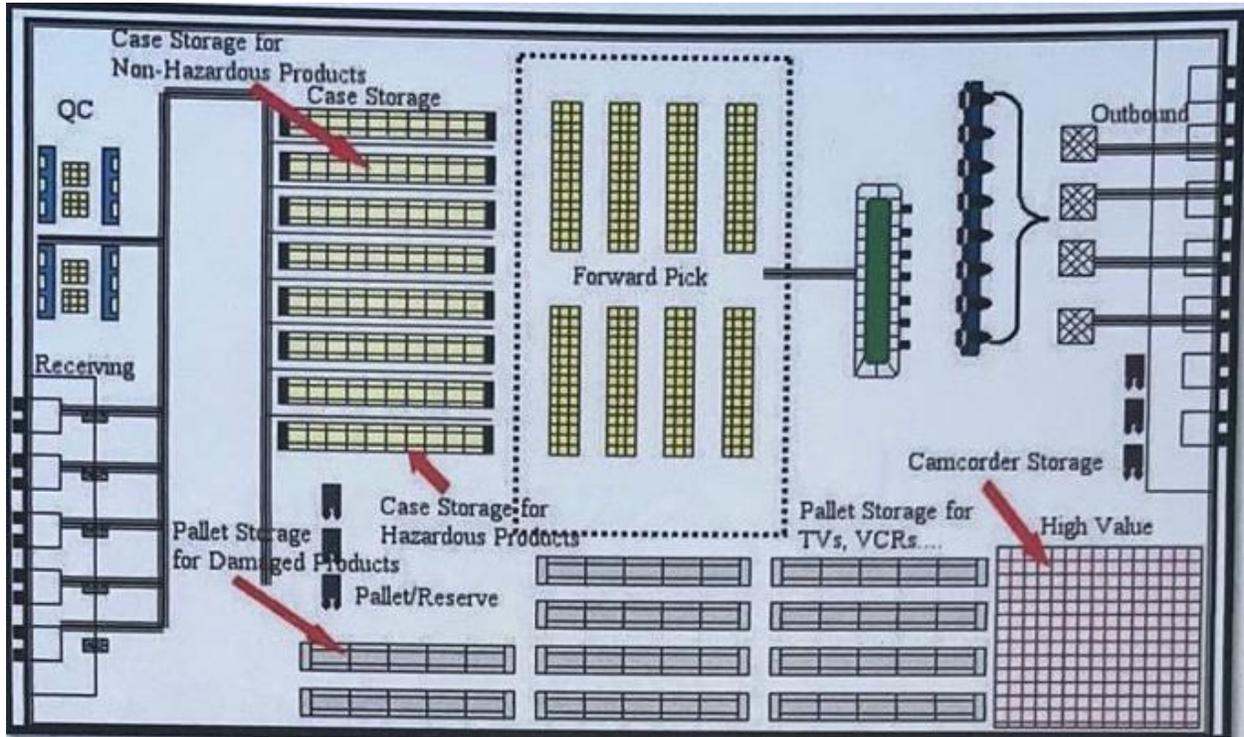

1. Equipment maintenance and parking;

2. Charging of equipment batteries such as pallet trucks;

3. Refueling of trucks

4. An area for garbage disposal e.g. empty packaging

5. A quarantine area for keeping rejected goods, goods to be sent back or destroyed.

6. An employee rest area.

7. Washroom

8. Administration Office

Fig 10. Space Layout of warehouse and operations

23

AREA UTILIZATION & HANDLING

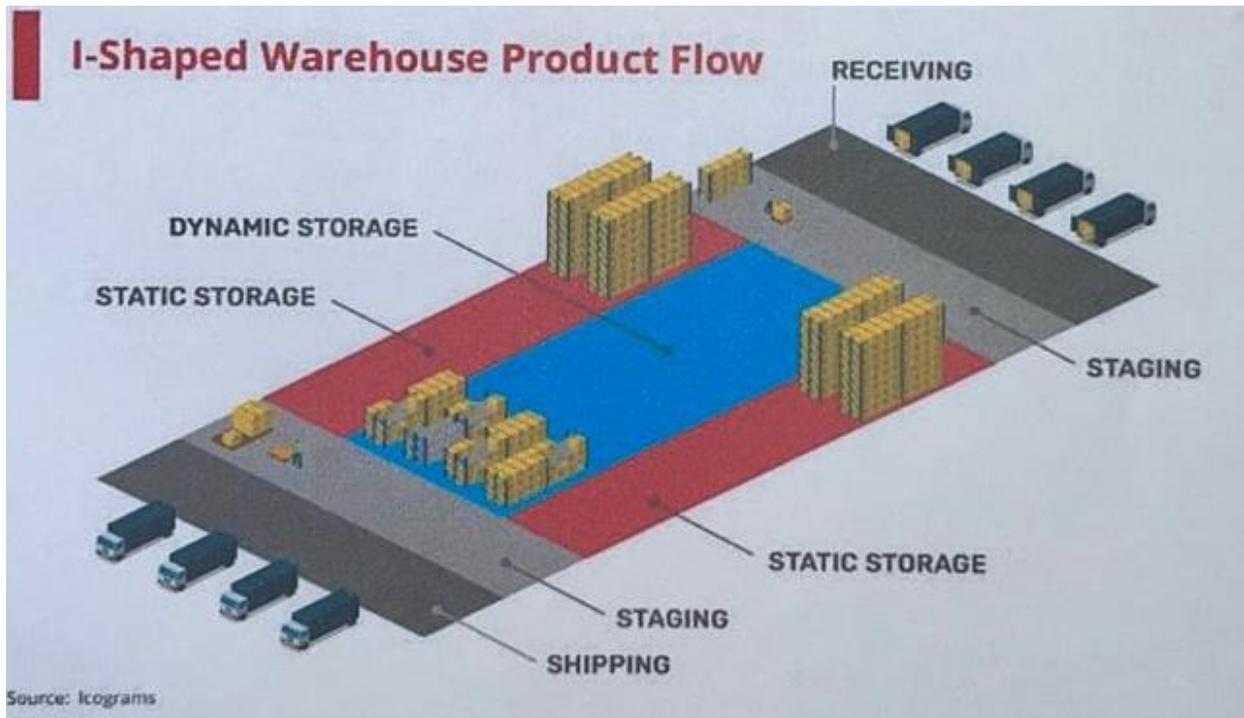Fig 11. Area Utilization and handling

I-Shaped Warehouse Product Flow

Fig 12. I-shaped Warehouse Product Flow

CHAPTER 3

COMPANY PROFILE

MARUTI SUZUKI INDIA LIMITED (MSIL)

$ MARUTI SUZUKI

Maruti Suzuki India Constrained was set up in 1981. A joint wander understanding was marked between the Government of India and Suzuki Engine Organization (SMC), Japan in 1982. The Company got to be a backup of SMC in 2002. In terms of generation volume and deals, the Company is presently SMC's biggest auxiliary. SMC right now holds 56.37% of its value stake. It may be a open restricted company, and its offers are exchanged at the National Stock Trade (NSE) and the Bombay Stock Trade (BSE)

FACILITIES IN INDIA

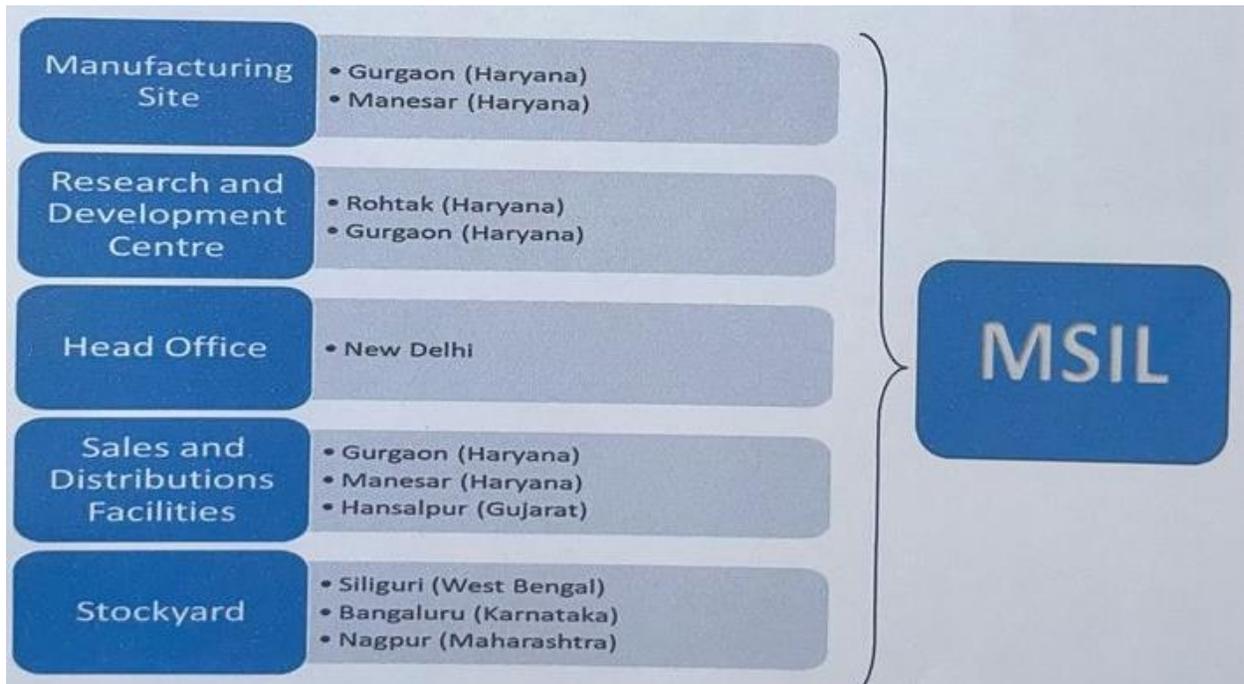| Manufacturing Site	• Gurgaon (Haryana) • Manesar (Haryana)	
Research and Development Centre	• Rohtak (Haryana) • Gurgaon (Haryana)	
Head Office	• New Delhi	MSIL
Sales and Distributions Facilities	• Gurgaon (Haryana) • Manesar (Haryana) • Hansalpur (Gujarat)	
Stockyard	• Siliguri (West Bengal) • Bangaluru (Karnataka) • Nagpur (Maharashtra)	

25

Fig 13. Prime Minister Smt. Indira Gandhi, Future PM Mr. Rajiv Gandhi
& CEO of Suzuki Co. Mr Osamu Suzuki

Fig 14. Ambassador

Fig. 15 Premier

The people of India embraced a new car that was more affordable than the traditional
options. The first car, named the Maruti 700, quickly upgraded to an 800 CC engine and

became a common sight on Indian roads (see picture). It was a two-box hatchback car without air conditioning, and at the time, there were no air-conditioned cars in India.

Maruti was the first brand to introduce an AC car, the Maruti Zen, which became a craze in India. At the same time, they launched the Maruti 1000 cc, the first three-box car, which later evolved into the Maruti Esteem 1300cc, India's first luxury car.

Fig. 16 Maruti 800CC

Within the year 1996 after seeing the success of Maruti within the traveler car portion, the government permitted other worldwide players to enter India, Hyundai Engines of South Korea propelled the Santro 1000 cc car, and there on India saw numerous universal producers entered India.

In any case, the amazing showcasing and R&D endeavors of Maruti Suzuki kept them at the beat.

Competitors did their best by propelling cars with superior highlights but techniques over item blend, estimating, advancement, put, individuals, handle, and physical prove have been keeping MUL at the best for the final 40 a long time. India has become the moment biggest showcase for Suzuki within the world and till presently has sold 17 million cars in India seeing the cheaper labor taken a toll in India they set up 3 more plants in India and have been sending out to the rest of the world as well. Final year they traded 1,28,000 cars to Europe, Africa landmasses & South America. (Suzuki, 2019) (MINT, n.d.)

27

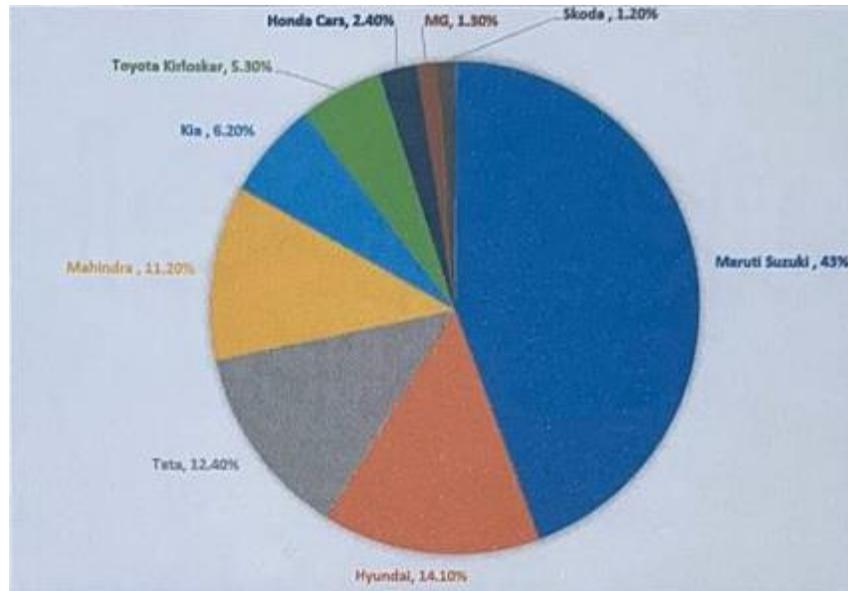The current Market Share of Maruti Suzuki India Limited is as follows below:

Fig 17. Market Share in Percentage (2024)

MSIL CNG Retail Sales from 2016 to 2022 are as below:

To cater to the all encompassing needs of buyers, Maruti gives different administrations and items, such as Maruti Fund, Maruti Protections, Maruti Genuine Esteem (for utilized cars), Maruti Adornments, and Maruti Driving School. These offerings offer assistance to advance the development of the Maruti brand and its items. advance the Maruti brand's development

MSIL has also launched two premium channels for the premium-class public segment.

1. NEXA
2. MARUTI SUZUKI ARENA

The Export volume is increasing from last few years of the MSIL.

Fig 18. Highest-ever export sale of Maruti in 2022

MARUTI SUZUKI INDIA LIMITED WAREHOUSES
• GENUINE PARTS
• GENUINE ACCESSORIES

29

WAREHOUSE (WRHS-GGN) GURGAON

GURGAON Part has its oldest warehouse known as the mother warehouse of Maruti Suzuki India Limited. This Warehouse serves Parts and accessories to PAN India.

The Whole of India is subdivided into some special Round and Sub Round areas of serving.
Each round has some selective states or cities. Each round has specific days in a week to place the orders for parts and accessories from the Gurgaon MSIL warehouse.

The Round allocation of PAN India is as below.

Fig 19. Round wise allocation of area of India.

Each Round places the orders as per their ordering days to the nearest warehouse or MSIL or the availabilities of the spare parts.
Some other warehouses which are shorter capacities are known as RPDC's.
RPDC: Regional Parts Distribution centers.

30

These RPDCs are situated in each direction of INDIA. Like below

- **RPE1**: Regional Parts East
- **RPS1**: Regional Parts South
- **RPW1**: Regional Parts West
- **RPC1**: Regional Parts Central.
- **DM01**: Domestic Manesar Warehouse
- **EM01**: Export Manesar Warehouse

Each Warehouse has some serving area in the periphery of the warehouse so that each customer can get the material or parts in a shorter time and best conditions.
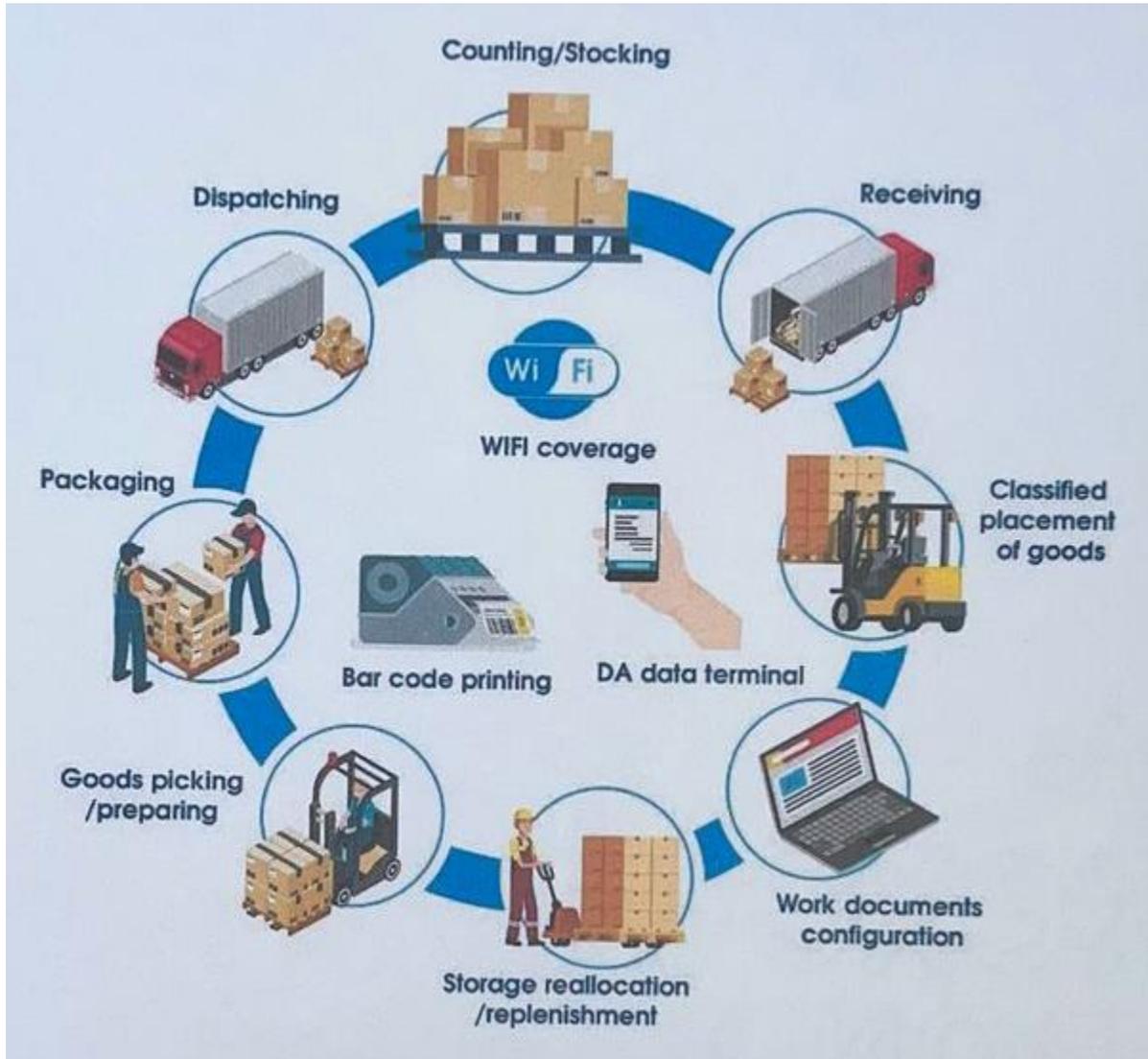
31

OPERATE AN INFORMATION SYSTEM.

Fig 20. Operate an information system

32
CHAPTER 4

LITERATURE REVIEW

The rapid development of digital technology has significantly transformed 21st-century business, enhancing competitiveness in marketing. Maintaining customer continuity is crucial in the digital era, where technology influences marketing through new products and processes, necessitating customer involvement to optimize competence (Perreault Jr. and McCarthy, 2022).

Green (2010) states that leveraging IT helps companies stay connected with customers, offering cost efficiency, flexibility, and resource optimization. Technology also enables global distribution of creations without traditional gatekeepers (Hennig-Thurau et al.,

2010). This article reviews CRM models from 2001 to 2024, focusing on improving efficiency, profitability, service quality, and customer satisfaction through a literature study of books, journals, and proceedings.

Customer Relationship Management (CRM) aims to enhance customer value and retention (Peppers and Rogers, 2011). Companies should strategically manage, improve, and sometimes terminate customer relationships (Lovelock and Wirtz, 2011). Swift

2001) suggests that organizations benefit from adopting a tailored CRM strategy consistently across their operations.

Payne and Frow's CRM model consists of five core processes: strategy development, value creation (strategic CRM), multi-channel integration (operational CRM), and information management (analytical CRM) (Payne and Frow, 2005)

The CRM Value Chain

The Francis Buttle CRM Value Chain model includes five main stages: customer portfolio analysis, customer intimacy, network development, value proposition development, and managing the customer lifecycle. Supported by leadership and culture, data and IT, people, and processes, these stages aim to create and deliver value propositions that

33

acquire and retain profitable customers, ensuring long-term, mutually beneficial relationships with key customers.

Payne and Frow's CRM model consists of five core processes: strategy development, value creation (strategic CRM), multi-channel integration (operational CRM), and information management (analytical CRM) (Payne and Frow, 2005)

The CRM Value Chain

The Francis Buttle CRM Esteem Chain demonstrate incorporates five primary stages:

client portfolio examination, client closeness, arrange improvement, esteem recommendation improvement, and overseeing the client lifecycle. Upheld by authority and culture, information and IT, individuals, and forms, these stages point to form and provide esteem suggestions that

procure and hold productive clients, guaranteeing long-term, commonly advantageous connections with key clients. CRM components include client relationship administration, deals drive computerization, and campaign administration, all pointed at progressing client benefit, deals

effectiveness, and showcasing viability. Be that as it may, the ponder proposes that while CRM appropriation is palatable, there's underutilization of cutting edge CRM apparatuses like e-CRM, information mining, and web-based study instruments.

Key components affecting CRM execution incorporate unwavering quality, customization, client fascination and maintenance, IT integration, responsiveness, client introduction, and commitment from beat administration. The ponder concludes by suggesting expanded selection of present day CRM instruments and innovations to upgrade CRM viability, nearby cultivating a strong organizational culture and administration

commitment to CRM activities. (Umarani, R., Sathya Priya, T., Mahato, A. P., Shaikh, I. A. K., & Sumitha, K. (2022). A Writing Survey on Client Relationship Administration. Specializes Udyam's / Extraordinary Instruction, 2022(1)

34

RESEARCH GAPS

Based on the given substance, a few potential inquire about holes within the field of Client Relationship Administration (CRM) incorporate:

Underutilization of Advanced CRM Devices:

In spite of the affirmation of the significance of advanced CRM devices like e-CRM, information mining, and web-based study instruments, there appears to be a crevice in their selection and utilization by businesses. Advance inquire about seem investigate the reasons behind this underutilization and propose procedures to empower their appropriation.

Customer Involvement in CRM Processes: The importance of customer involvement in optimizing competence is highlighted in the context of technology-driven marketing.

However, the specific mechanisms and strategies for effectively involving customers in CRM processes are not elaborated upon. Further research could explore innovative ways to engage customers in CRM activities and measure the impact on overall CRM effectiveness.

Tailored CRM Strategies: Swift (2022) suggests that organizations benefit from adopting tailored CRM strategies consistent across their operations. However, there is a lack of specific guidance on how companies can develop and implement such tailored strategies. Research could focus on identifying best practices for customizing CM• strategies to fit the unique needs and characteristics of different organizations.

Tending to these inquire about crevices might contribute to a more profound understanding of CRM hones and their affect on businesses, eventually driving to more successful CRM methodologies and moved forward client relationship administration results.

35

OBJECTIVE OF Consider

A few of the fundamental goals are as takes after:

➢ To consider and get it different viewpoints of Client relationship administration at MARUTI SUZUKI.

➢ To know around the client fulfillment level and increment client fulfillment level, and to know how they are getting precisely what they need.

➢ To ponder the company's activities conducted by Maruti Suzuki for holding their clients within the distribution center supply channel.

➢ To ponder and get it the employee's conduct with respect to work and work profile.

36

CHAPTER 5

RESEARCH METHODOLOGY

Inquire about strategy could be a handle utilized for making choices by collecting, dissecting and deciphering information. The strategy may incorporate interviews, open investigate, studies and other procedures for inquire about and might incorporate both show and authentic data.

This extend center on underneath focuses for accomplishing the goals.

1. Objective of the think about to address the crevices in destitute fulfillment of south zone merchants and distributer, for the we have chosen 100 tall complain placers merchants and mock a survey overview to all of them discover out the root cause of destitute execution of distribution centers.

To think about and get it different angles of Client relationship administration at Maruti suzuki India restricted, we examined in compnay profile that how the stockroom web works and bargains all operations.

To examine the client maintenance and cherish their work in distribution centers a study or 70 representatives of distribution center was conducted and concluded in discoveries.

5.1 DATA COLLECTION

It alludes to collection of data for inquire about to succeed crude truths must be collected in a shape which makes a difference in successful generation of result and assembly the objective of think about.

37

There are two sorts of information collection which are as takes after:

• Essential information:

Information watched or collected specifically from firsthand involvement. This sort of information is collected by analyst straightforwardly from claim perception and encounter. There are numerous strategies of collection of essential information:

collected by analyst specifically from claim perception and encounter. There are numerous strategies of collection of essential information:

1. Survey
2. Meet
3. Perception

• Auxiliary information:

Auxiliary information that's as of now accessible and published it might be inside and outside source of information. Inner source: which begins from the particular field or region where investigate is carried out e.g. distribute broachers, official reports etc. This begins exterior the field of consider like books, periodicals, diaries, daily papers and the Web.

There are numerous strategies for collections of auxiliary information are:

1. Books
2. Magazines
3. Government company
4. Yearly company report

38

5.2 Inspecting Strategy

Testing unit is the unit into which an total is isolated for inspecting reason, each unit and reaction is considered as person.

• The testing strategy utilized in this investigate was Comfort examining

Comfort inspecting could be a sort of non-probability inspecting strategy in which the test is taken from a bunch of individuals who are simple to reach or contact.

5.3 Test Measure

Test estimate can be characterized as deductions to reference around a populace for a test.

• Test estimate taken for the inquire about was 100.

5.4 Investigate Disobedient

Inquire about rebellious are estimation devices planned to get information on a subject of Intrigued.

• The instrument utilized in this investigate was questionnaire.

5.5 Surveys

The foremost commonly utilized device for survey research is survey. These are a set of questions planned to gather the pertinent information for the investigate.

• The survey was outlined in English and Hindi both to diminish the dialect boundary and questions were kept formal and straightforward to form it simple to get it.
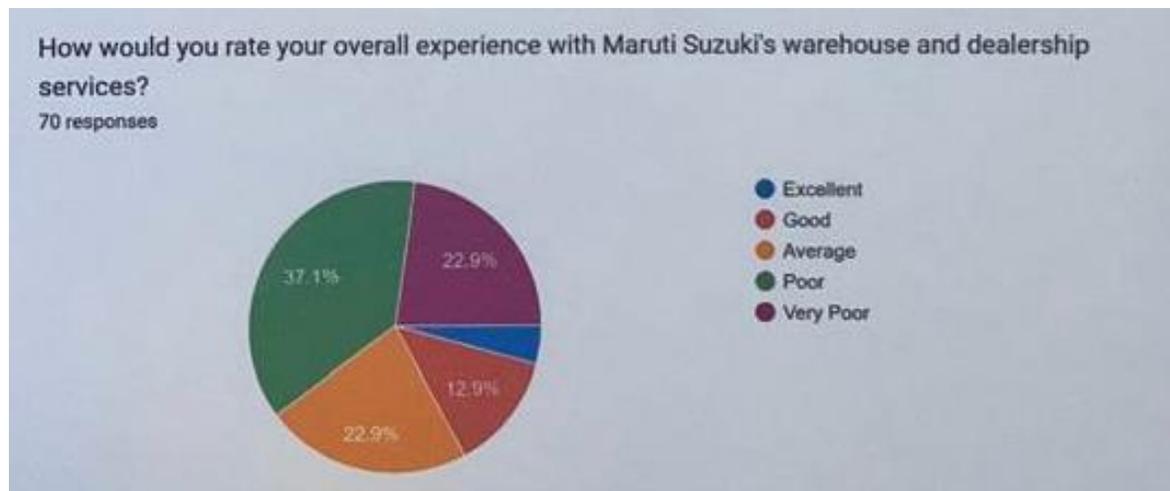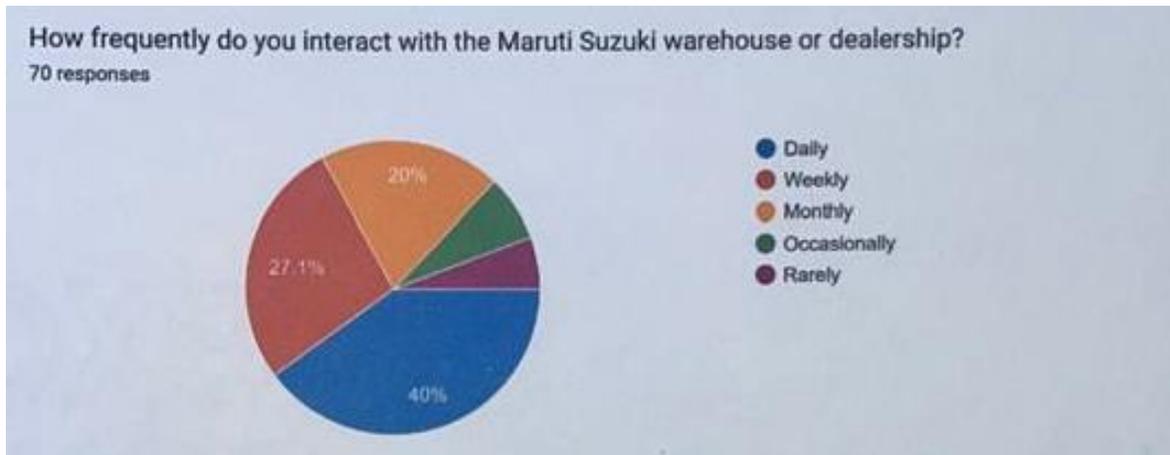
5.6 Information Examination.

Information examination is the method of changing the collected information into profitable data
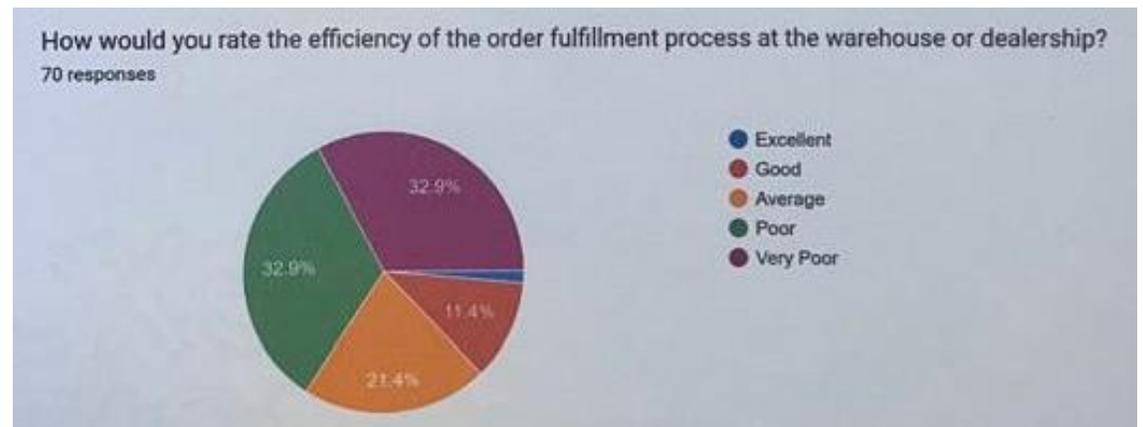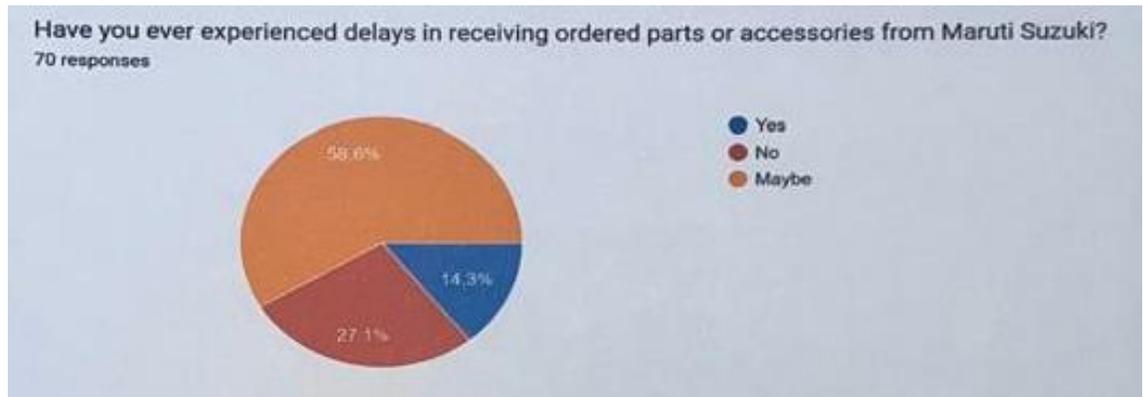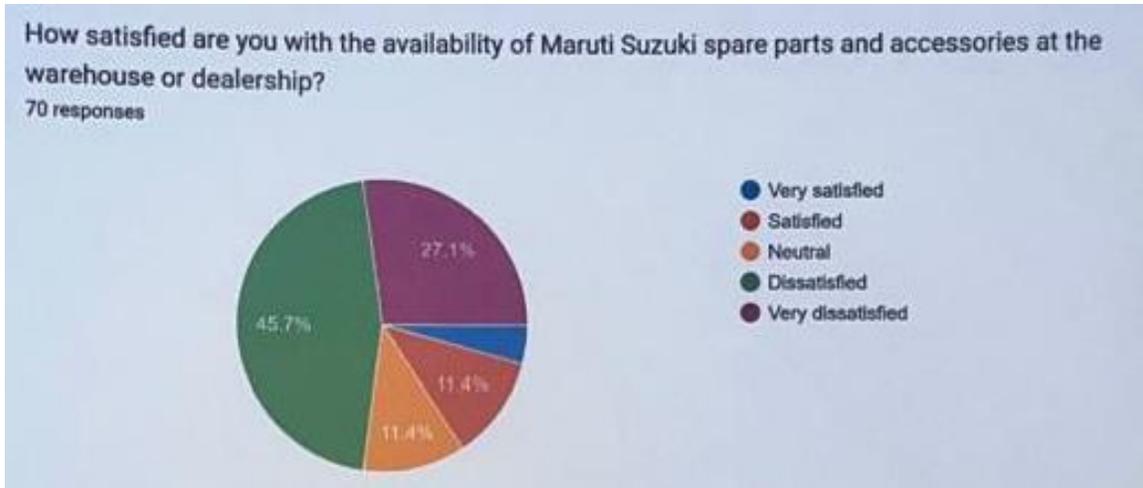
39

for choice making-

- To gather information Google frame is utilized for conducting studies.
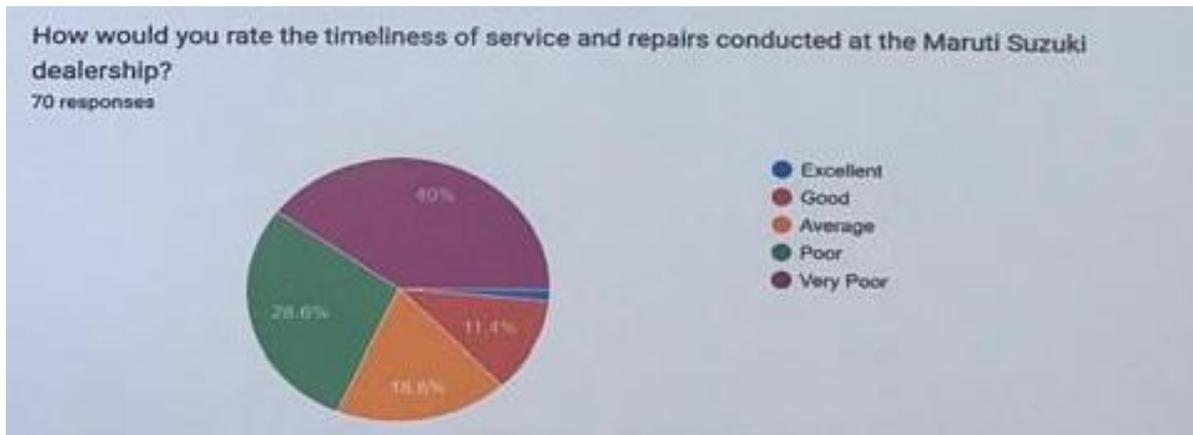- To dissect the information Google frame analyser is utilized.

40

CHAPTER 6

SURVEY RESULT AND INTERPRETATION

Survey 1: For identifying the Gap area in dispatching the warehouse material to the south zone of India.

How frequently do you interact with the Maruti Suzuki warehouse or dealership?
70 responses

How would you rate your overall experience with Maruti Suzuki's warehouse and dealership services?
70 responses

41

How satisfied are you with the availability of Maruti Suzuki spare parts and accessories at the warehouse or dealership?

70 responses

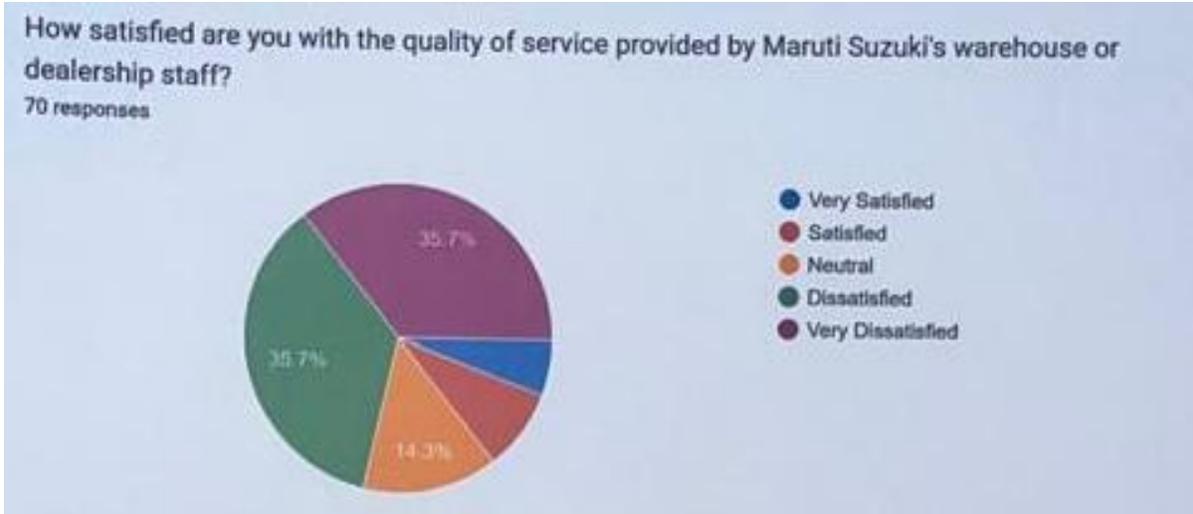- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

Have you ever experienced delays in receiving ordered parts or accessories from Maruti Suzuki?

70 responses

- Yes
- No
- Maybe

How would you rate the efficiency of the order fulfillment process at the warehouse or dealership?

70 responses

- Excellent
- Good
- Average
- Poor
- Very Poor

42

How satisfied are you with the quality of service provided by Maruti Suzuki's warehouse or dealership staff?

70 responses

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

Have you faced any challenges or issues during service or maintenance visits at the Maruti Suzuki dealership?

69 responses

- Yes
- No
- Maybe

How would you rate the timeliness of service and repairs conducted at the Maruti Suzuki dealership?

70 responses

- Excellent
- Good
- Average
- Poor
- Very Poor

43

How do you prefer to communicate with Maruti Suzuki's warehouse or dealership for inquiries or support? (Check all that apply)

70 responses

How satisfied are you with the responsiveness and effectiveness of communication with Maruti Suzuki's warehouse or dealership staff?

70 responses

How likely are you to continue using Maruti Suzuki's warehouse or dealership services in the future?

70 responses

44

Interpretation

1. Almost 40% of dealer places their order on daily basis in the south zone. 27.1% of the dealer place their order every week, whereas 20% every month.
2. 37.1% of dealers' overall experience with Maruti Suzuki's warehouse and dealership services is poor. And 22.9% of dealers have faced very poor experiences.
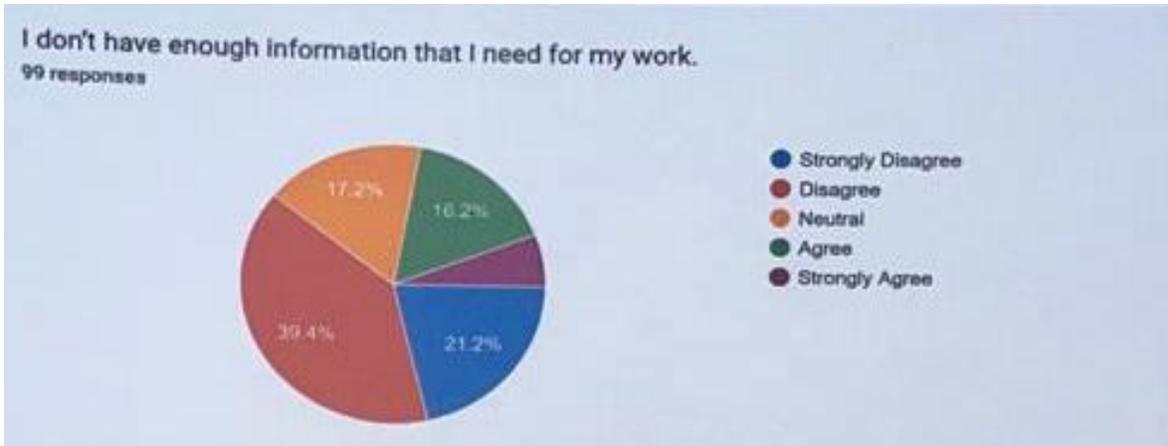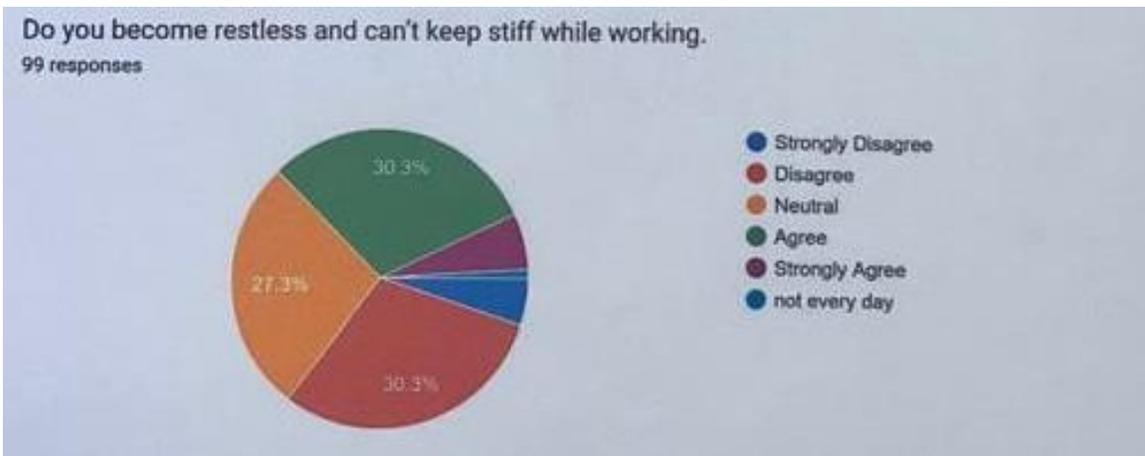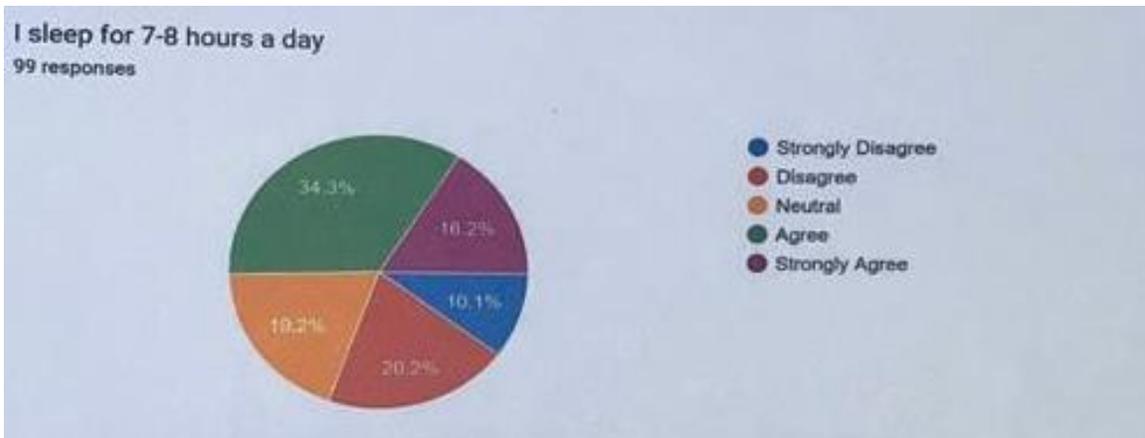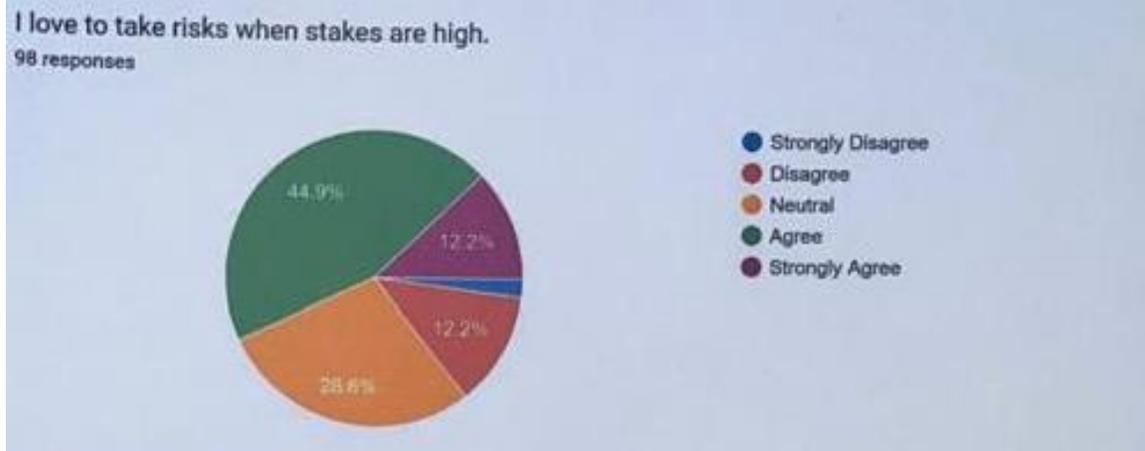3. 72.2% Dealers are unsatisfied for availability of Maruti Suzuki spare parts and accessories at the warehouse or dealership.
4. 56.6% Dealers experienced delays in receiving ordered parts or accessories from Maruti Suzuki.
5. 32.9% faced very poor efficiency in the order fulfilment process at the warehouse or dealership.
6. 35.7% of Dealers are very dissatisfied quality of service provided by Maruti
7. Suzuki's warehouse or dealership staff.
8. 56.1% of dealers face high challenges or issues during service or maintenance visits at the Maruti Suzuki dealership.
9. 40% of the dealer's timeliness of service and repairs conducted at the Maruti
10. Suzuki dealership.
11. 40% of dealers use Email for connecting with Maruti Staff of Warehouse.
12. 52.9 % dealers' responsiveness and effectiveness of communication with Maruti Suzuki's warehouse or dealership staff.
13. 40.5% of Dealers wouldn't continue using Maruti Suzuki's warehouse or dealership services in the future.

45

Survey 2: Employee relationship and engagement management.

Purpose: Learn about internal employee engagement and the relationship between employer and employee.

Total Year Experience.
100 responses

- 0-2 Years
- 2-5 Years
- 5-10 Years
- More than 10 Years

48%
8%
23%
21%

I very often feel that I am being neglected when I am in the Team.
99 responses

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

15.2%
11.1%
51.5%
16.2%

46

I don't have enough information that I need for my work.
99 responses

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

I feel that I have been work loaded with too many jobs.
99 responses

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

I find it extremely difficult to take decisions.
99 responses

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree
- SOME TIME

47

I love to take risks when stakes are high.
98 responses

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

I sleep for 7-8 hours a day
99 responses

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Do you become restless and can't keep stiff while working.
99 responses

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree
- not every day

48

I proud to tell people where I work.
99 responses

I feel myself to be the part of organization.
99 responses

Interpretation: The employees of the WRHS-G Department are not satisfied with their work profile and always try to find ways to overcome the situation.

Dissatisfaction with Work Profile

- Employees of the WRHS-G Department express consistent dissatisfaction with their current job roles and responsibilities.
- They feel that their work does not align with their skills, interests, or career aspirations.
- The lack of variety and challenge in their tasks contributes to their dissatisfaction

49

Efforts to Improve the Situation:

• Employees frequently seek opportunities for professional development to enhance their skills and increase job satisfaction.

• They actively look for internal transfers or job rotations to diversify their work experience.

• Many engage in open discussions with their supervisors, advocating for changes in their job profiles or seeking additional responsibilities.

Proactive Problem-Solving:

• Staff members collaborate to identify inefficiencies in their current roles and propose solutions to streamline processes.

• They participate in team-building activities to foster a more supportive and motivating work environment.

• Some employees take on extracurricular projects or initiatives within the organization to gain a sense of accomplishment and fulfilment.

Seeking External Opportunities:

• A significant number of employees explore job openings outside the organization, looking for roles that better match their career goals.

• They network with professionals in their field to find potential job opportunities and gain insights into more satisfying career paths.

Impact on Workplace Dynamics:

• The overall morale within the WRHS-G Department is affected, leading to decreased productivity and engagement.

• High turnover rates may become a concern as employees leave in search of more fulfilling roles.

• The department faces challenges in maintaining a cohesive and motivated team, impacting overall performance and goals.

CHAPTER 7

CONCLUSION

The usage of an progressed Client Relationship Administration (CRM) framework is significant for businesses pointing to improve client connections, drive deals development, and progress generally client fulfillment. The discoveries of this think about emphasize the significance of vital CRM hones, such as item customization, normal communication, and conveying high-quality items, which altogether contribute to expanded productivity and client engagement.

In any case, the consider too uncovers holes within the selection of cutting edge mechanical devices.

Whereas conventional CRM strategies like individual interviews and quantitative research remain in utilize, there's a outstanding underutilization of progressed advances such as e-CRM, information mining, contact centers, and web-based study devices. Grasping these modern instruments is basic for leveraging the total potential of CRM frameworks, empowering more productive information administration, personalized client intuitive, and comprehensive analytics.

Moreover, the viability of CRM procedures is intensely affected by inner components such as the working environment, best administration back, and coordination among offices. Guaranteeing solid authority, cultivating a collaborative culture, and keeping up strong information and IT foundation are basic for the fruitful usage and operation of CRM frameworks.

In conclusion, whereas the current CRM hones within the industry appear palatable inclusion and positive results, there's a clear require for grasping innovative headways to encourage improve CRM capabilities. The extreme objective of CRM is to construct commonly useful, long-term connections with deliberately significant customers, and this may be best accomplished through a adjusted approach that combines vital, operational, and explanatory CRM forms.

51

CHAPTER 8

SUGGESTION

1. Hub and Spoke model introduce in the WRHS-Gurgaon plan.

Parts & Accessories shipment commence on Hub and Spoke model

Hub and spoke is a last-mile delivery model that enables Maruti Suzuki India Limited to deliver Parts and Accessories to numerous Dealers/Distributors in a particular city. As

52

compared to D2C (Direct to Customer) model which follows a series delivery concept, this model is convenient and cost effective.

Highlights of this initiative

➢ Warehouse Gurgaon started dispatching Hub and Spoke shipments to Kolkata, Hyderabad, Mumbai, and Pune.

➢ Aids in Delivering Parts & Accessories with a 50% reduction in lead time compared to the traditional method.

➢ Freight cost saving of 1 Cr/annum.
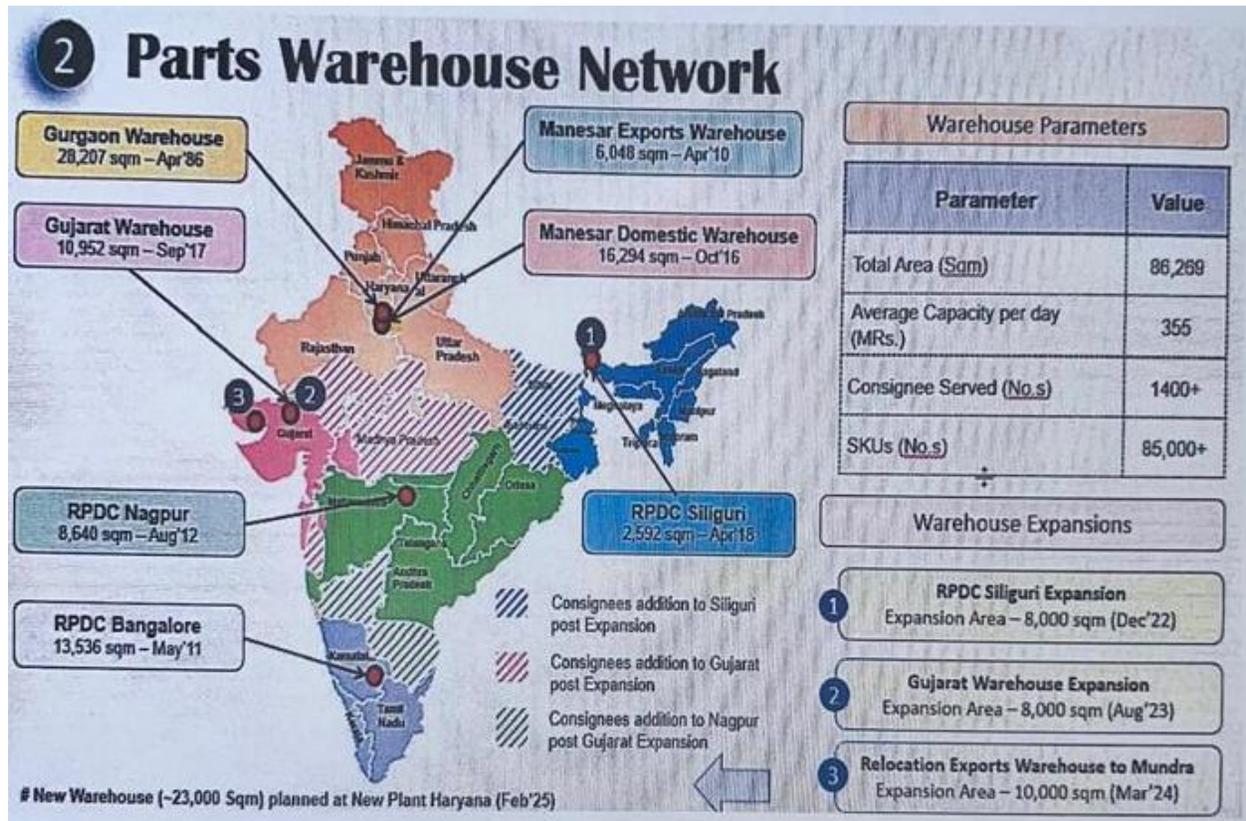
➢ Assists in Achieving customer satisfaction.

2. **Load Shifting and developing the uniform distribution of Load.**

Key Points

• No impact of delivery lead time post consignee shifting to Gurgaon.

• Availability of Transportation contract & contract & other logistics support at Gurgaon WRHS.

53

Parts Warehouse Network (Shifting the Load Dispatch - Uniform)

Parts Warehouse Network

Gurgaon Warehouse
28,207 sqm – Apr'86

Gujarat Warehouse
10,952 sqm – Sep'17

RPDC Nagpur
8,640 sqm – Aug'12

RPDC Bangalore
13,536 sqm – May'11

Manesar Exports Warehouse
6,048 sqm – Apr'10

Manesar Domestic Warehouse
16,294 sqm – Oct'16

RPDC Siliguri
2,592 sqm – Apr'18

Consignees addition to Siliguri post Expansion

Consignees addition to Gujarat post Expansion

Consignees addition to Nagpur post Gujarat Expansion

\# New Warehouse (~23,000 Sqm) planned at New Plant Haryana (Feb'25)

Warehouse Parameters	
Parameter	Value
Total Area (Sqm)	86,269
Average Capacity per day (MRs.)	355
Consignee Served (No.s)	1400+
SKUs (No.s)	85,000+

Warehouse Expansions

1 RPDC Siliguri Expansion
Expansion Area – 8,000 sqm (Dec'22)

2 Gujarat Warehouse Expansion
Expansion Area – 8,000 sqm (Aug'23)

3 Relocation Exports Warehouse to Mundra
Expansion Area – 10,000 sqm (Mar'24)

54

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Annexture 1

Customer Relationship Management Questionnaire for Maruti Suzuki Warehouse and Dealership.

Personal Information:

Q.1 Name
Q.2 Dealership Name:
Q.3 Location:

Experience with Maruti Suzuki Warehouse and Dealership:

4. How frequently do you interact with the Maruti Suzuki warehouse or dealership?
   o Daily
   o Weekly
   o Monthly
   o Occasionally
   o Rarely

5. How would you rate your overall experience with Maruti Suzuki's warehouse and dealership services?
   o Excellent
   o Good
   o Average
   o Poor
   o Very poor

Inventory Management and Order Fulfilment:

7. How satisfied are you with the availability of Maruti Suzuki spare parts and accessories at the warehouse or dealership?
   o Very satisfied

56

- o Satisfied
- o Neutral
- o Dissatisfied
- o Very dissatisfied

8. Have you ever experienced delays in receiving ordered parts or accessories from Maruti Suzuki?

- o Yes
- o No

9. How would you rate the efficiency of the order fulfilment process at the warehouse or dealership?

- o Excellent
- o Good
- o Average
- o Poor
- o Very poor

Service Experience:

10. How satisfied are you with the quality of service provided by Maruti Suzuki's warehouse or dealership staff?

- o Very satisfied
- o Satisfied
- o Neutral
- o Dissatisfied
- o Very dissatisfied

11. Have you faced any challenges or issues during service or maintenance visits at the Maruti Suzuki dealership?

- o Yes
- o No

12. How would you rate the timeliness of service and repairs conducted at the Maruti Suzuki dealership?

- o Excellent
- o Good
- o Average
- o Poor
- o Very poor

Communication and Support:

13. How do you prefer to communicate with Maruti Suzuki's warehouse or dealership for inquiries or support? (Check all that apply)

- o Phone
- o Email
- o In-person visit
- o Online chat
- o Other (please specify)

14. How satisfied are you with the responsiveness and effectiveness of communication with Maruti Suzuki's warehouse or dealership staff?

- o Very satisfied
- o Satisfied
- o Neutral
- o Dissatisfied
- o Very dissatisfied

Future Expectations:

15. What improvements or additions would you like to see in Maruti Suzuki's warehouse or dealership services?

_____

16. How likely are you to continue using Maruti Suzuki's warehouse or dealership services in the future?

- o Very likely
- o Likely
- o Neutral
- o Unlikely
- o Very unlikely

Additional Comments:

17. Do you have any additional comments or suggestions regarding your experience with Maruti Suzuki's warehouse or dealership?

58