

“A STUDY ON EFFECTIVENESS OF CUSTOMER RELATIONSHIP MANAGEMENT TECHNIQUE IN OPPO”

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

APRIL 2022



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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **V. GOWTHAM 40410058** who carried out the project entitled "**A Study on effectiveness of customer relationship management technique in oppo**" under my supervision from February 2022 to April 2022.

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Submitted for Viva voce Examination held on _____

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DECLARATION

I **GOWTHAM.V (40410058)** hereby declare that the Project Report entitled “**A Study on effectiveness of customer relationship management technique in oppo**” done by me under the guidance of **DR. S. UMAMAHESHWARI** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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V.GOWTHAM

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V.GOWTHAM

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ABSTRACT

Today, the smartphone industry cannot survive without customers, as customers have more choices and target customers are the most valuable to sell smartphones. In the smartphone industry, customer service and customer care must be a top priority. The practice of customer relationship management (CRM), especially on smartphones, is extremely difficult. Tracking and retaining new customers based on customer data is not enough to make your CRM strategy successful. It needs to be consistent with business operations, strategies, and employee and customer recruitment. When smartphone retailers build and maintain strong relationships with their customers, that relationship provides a sustainable competitive advantage because competitors cannot easily replace them. CRM in the smartphone retail industry is a key element that enables the smartphone industry to develop its customer base and sales capabilities. With the help of CRM, smartphone retailers can manage all aspects of customer interaction in a way that maximizes profitability from each customer. This white paper discusses important points to consider regarding the effectiveness of customer relationship management techniques at Oppo. This document aims to capture the interaction layers and applications used to maintain customer relationships with customers so that oppo OEC knows how to maintain customer data and generate sales. The data is collected by Oppo Experience Consultants in Tamil Nadu. A sample size of ($n = 155$) is taken and the response is populated in SPSS for query analysis and validation. Chi-square analysis and ANOVA analysis are used to analyses the effectiveness of customer relationship methods to generate new sales through customer databases.

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LIST OF ABBREVIATION

S.NO	ABBREVIATION	EXPANSION
1.	OEC	Oppo Experience Consultant
2.	CRM	Customer Relationship Management
3.	IOT	Internet Of Things

CHAPTER – 1

INTRODUCTION

1.1 Introduction

Today's enterprises face fierce competition and must struggle to survive in highly competitive and uncertain markets. Modern organizations recognize that managing customer relationships is a very important factor in success. Customer relationship management (CRM) is a strategy that helps you build long-term relationships with your customers and increase profits through the application of appropriate management systems and customer-centric strategies. CRM is a combination of people, processes, and technologies designed to understand and manage relationships between a company and its customers by focusing on relationship development and customer retention. Scholars correctly emphasize that a scientific assessment of customer-centric business philosophy, labour culture, customer-centric products and services, effective marketing, and customer satisfaction protects the interests of modern organizations, including the smartphone industry. This study evaluates the effectiveness of customer relationship management in Tamil Nadu smartphone retailers. History of customer relationship management, prominent features of customer relationship management, new century, theoretical foundation of customer relationship management, modern metropolitan, urban, rural, Indian smartphone industry smartphone retailer, Tamil Nadu smartphone retailer CRM, the importance of the investigation, the description of the problem, the need for the investigation, the purpose of the investigation, and the presentation of the investigation are provided in this chapter.

The cellphone enterprise cannot live to tell the tale without the consumer due to the fact clients have greater picks these days and the centered clients are maximum precious for cellphone brands. Customer carrier and consumer care should get hold of excessive precedence inside the cellphone enterprise. CRM practices in particular in cellphone retail shops are very challenging. Merely Tracking and maintaining new clients primarily based totally on consumer facts in cellphone retail shops cannot put in

force a hit CRM method. It desires to be coordinated with the enterprise operations, 2 method and worker and consumer acceptance. If cellphone retail shops increase and preserve a stable courting with their clients, their competition cannot without difficulty update them and consequently this courting gives for a sustained aggressive advantage. CRM in cellphone retail shops is a key detail that lets in cellphone retail shops to increase their consumer base and income capacity. With the assist of CRM, the cellphone retail shops can control all elements of consumer interactions in a way that allows cellphone retail shops to maximize profitability from each consumer.

This document reports on the development of Customer Relationship Management by use of OEC feedback on CRM. the introduction of various competitor brands is to push their promotors use Customer database to retain the consumers. Therefore, in the present study, we sought to identify and analyze the main things of Customer Relationship Management by reviewing the existing literature and defining new ideas. From the literature review, one or two obstacles in the context of the Indian market were initially identified. The significance and causal relationship analysis indicate that family factors hampering the decision to buy our oppo smartphones, and IoT and unclear company policies regarding access of Customer databases were the main concerns that these customer relationship management will gain traction on the market.

The results of this study illustrate the causal Customer relationships between the OEC identified. On the other hand, the study reveals that the application used and consumers retention are happening were identified. Strategy using to maintain and access the customer data bases are discussed.

1.2. Customer Relationship Management

Customer relationship management is often used to create a personalized experience that makes each customer feel cared for and opens up new marketing opportunities. CRM requires a customer-centric business philosophy and culture to support effective marketing, sales, and service strategies, so modern organizations

adapt to select and manage their most valuable customer relationships. Business strategy. The practice of customer relationship management requires proper leadership, strategy and culture. CRM was a strategy that helped modern organizations build permanent organizations, build customer relationships, and increase profits by applying management systems and customer-centric strategies.

This study can be used as a benchmark for possible to understand customer relationship management is more important to enhance sales opportunities by using existing customer data to retain old customers and also to refer our products towards the expecting customer audience, and analyze CRM techniques using in oppo company.

The primary aim of the present study is concerned with identifying a reasonably representative sample of professionals involved in the practice of CRM in order to assess their views on the role of CRM in the process of retail store` progress in general and effectiveness of CRM in the enhancement of the business status of smartphone retail store in particular. Hence, the problem “Effectiveness of Customer Relationship Management in GT Category smartphone retail store in Tamil Nadu” was chosen for the present study. Every year smartphone technologies are rising with new technologies and ideas to sales the products from oppo company. Smartphone retail store in Tamil Nadu systematically practice the art and craft of CRM in the new millennium. It is rightly believed that the practice of CRM would boost the image, popularity, status and business prospects of smartphone retail store in the state of Tamil Nadu. In the age of globalization, liberalization and privatization, CRM is a new tool for organizational development. CRM practice has become an important source of income for Tamil Nadu's smartphone retailers.

1.3 Company Profile.

India's smartphone market is the second largest in the world after China. The Indian market will outpace the markets in North America, Latin America and Africa in 2020. India is one of the most profitable markets for smartphones with a population of over 1 billion and increasing disposable income (from Rs 73,000 or \$ 1,000 per capital in 2020 to 2020). Increased to Rs 95,000 or \$ 1,301). From 14.5 million shipments in 2011 to

150 million shipments in 2020, the market has grown tenfold. The Indian market will decline by 4% in 2020, but still outperform the markets in North America, Latin America and Africa. 2020 is considered the base year for forecasting the market from 2021 to 2027. The size of the market in 2020 is estimated based on the actual number and results of major players and major players around the world. Consider trends over the last five years while forecasting the market up to 2027. 2020 is an exceptional year, with a concrete analysis of the impact of blockades by region.

Oppo Mobiles India Private Limited is a non-governmental company in India. It is a private company and is classified as a "limited liability company". The company's authorized capital is Rs2505.5 racks and 99.99549% paid capital is Rs2505.39 racks. Oppo Mobiles India Private Limited is primarily engaged in the business services business and is currently active. Guangdong Oppo Mobile Telecommunications Corp, Ltd. traded as OPPO, is a Chinese consumer electronics and mobile telecommunications company headquartered in Dongguan, Guangdong. their main product line includes smartphones, smart devices, audio devices, power banks and other electronic products.

CHAPTER-2

REVIEW OF LITERATURE

2.1 Introduction:

In this chapter, the researcher attempted to study and understand the concepts of customer relationship management, this attempt includes understanding the customer relationship management. The Customer relationship management, these researchers used various books, research journals and websites. The detailed list is detailed in the bibliography. Through this literature, the researcher of the survey wants to know what are the important parameters of the effectiveness of customer relationship management techniques in oppo.

2.2 Literature Review:

- ❖ **Mahnam, Ali Reza, 2014, Effectiveness of customer relationship management in star category hotels in Karnataka.** In the hotel industry, customers today, more choices and target customers are the most valuable to Star Hotels. In the hotel industry, customer service and customer care must be a top priority. Customer relationship management (CRM) is very much practiced, especially at Star Hotels. challenge. Only the installation and integration of software packages at Star Hotels can do this Implementation of a successful CRM strategy. Requires agreement with the company Operations, strategy, employee and customer recruitment. When the Star Hotel appears Maintain strong relationships with customers that competitor cannot easily replace therefore, this relationship provides a sustainable competitive advantage. CRM Star Hotels are an important factor in enabling Star Hotels to develop and expand their customer base. Sales capacity. With the help of CRM, Star Hotel can manage all aspects of its customers Interactions in a way that allows Star Hotels to maximize profitability from everyone Customer. The current empirical study was conducted in Karnataka, India. Understand the perspective, nature, scope, and importance of CRM administrators at Star Hotels Bangalore, Mysore, Mangalore for more star hotels.

- ❖ **Garg, Rinki, 2018, Customer Relationship Management in Hospitality Industry An Empirical Study of Hotels in Punjab.** Customer relationship management is a new tool that enables marketers to maintain their presence in the marketing environment. Improving profitability and customer loyalty are two key requirements for any business. These are achieved through the effective and strategic use of customer relationship management. There is limited research to explain the relationship between customers and business owners. Therefore, providing a conceptual model that explains the relationship between customer relationship management aspects and hotel performance is a major challenge for researchers. Therefore, the challenge for service companies is to transform transactional relationships into emotionally committed and loyal relationships. This can only be facilitated by a synergistic approach to relationship marketing elements, as well as providing a high level of quality of service. The purpose of this study is to produce sensitive results by conducting the study in the area of hospitality context and relationship management within the scope of hotels in Punjab. The results of the survey are based on data collected from primary and secondary sources. The study recommends that customer relationship management activities at the hotel make the hotel more competitive against the ever-changing customer trends. Customer relationship management tools play an important role in managing and building customer-hotel relationships in hotels in Punjab. In recent years, customer satisfaction has received a great deal of attention in all commercial transactions. In this difficult economic situation, it is a difficult task for a professionally managed service organization to retain and retain customers by providing service differentiation and innovative branding strategies. Especially in the hospitality industry, it is very difficult to maintain long-term relationships in order to retain customers and expect loyalty from them.

- ❖ **Chamola Shailesh, 2020, Impact of Customer Relationship Management on Customer Satisfaction and Operational Performance in Hotel Industry A**

Study of Selected Hotels in Uttarakhand. Today's enterprises face fierce competition and must struggle to survive in highly competitive and uncertain markets. Modern businesses recognize that a customer-centric approach to business is a key factor in surviving a highly competitive market. CRM is a marketing tool that helps management build long-term relationships, increase profitability, and improve relationship management with customer-centric strategies. The hospitality industry is customer-centric and is dominated primarily by serving customers. Focusing on the customer and focusing on customer service is not a new concept for the hospitality industry. Indeed, business dynamics have long been recognized. Therefore, maximizing the potential of all customer relationships should be the primary goal of all hotel organizations. As a developing country in India, Uttarakhand occupies most of the hotel industry with tourism as the state's main economic source. This study examines the impact of customer relationship management on customer satisfaction and operational performance at selected hotels in Uttarakhand. Univariate and bivariate data processing methods were used to interpret the data. This study showed that CRM practices have a significant impact on improving room occupancy. Sales growth. Effective use of resources. Increase the number of profitable customers and length of stay. Improving the quality of services provided by the hotel Improving the competitiveness of the business helps reduce customer churn rates and improve the overall operation of the hotel. Through regression analysis, some CRM practices such as HR-centric practices, system integration, responsiveness, transparency, feedback, support services, acquisition and retention have a significant impact on customer satisfaction, which in turn impacts customer loyalty.

- ❖ ***Sakunthala, A, 2016, Implementation of customer relationship management in selected industries.*** CRM includes a set of processes and support systems to support your business strategy build long-term, profitable relationships with specific customers. Main goal of CRM aims to increase customer profits by better understanding individual needs. Preference.

Successful implementation of CRM initiatives requires successful integration of process, people, operations, and marketing functions between departments. Made possible by information technology and applications. relationship with customers in recent years, management (CRM) strategies have gained momentum. Understanding responses of customer essential and improve customer service an important element of corporate strategy. Information Technology (IT) -based CRM applications are used by businesses to support their corporate strategies. that's why systematic analysis of factors that make CRM a successful implementation I need a system project. However, implementing CRM is a difficult task for an organization to accomplish. Expected benefits. This study is an attempt to identify key influential factors. CRM implementation. My sincere effort is various branches of the CRM implementation. The study will be helpful to the organizations to improve the customer relationships and to overcome the harriers for an effective CRM implementation.

- ❖ ***Ebrahimi, Narges, 2012, A study of management information system and its impact on effectiveness of customer relationship management with special reference to private and government hospitals in Pune.*** In this survey management information system for customer relationship management aspects quality of service, time savings, cost effectiveness, and client. The importance of research is to find the important role of information technology and customer relationship management in hospitals. Since then, customers are at the heart of the business, so it's important to find the best possible options for effectively building relationships with them for a better business outlook. The main goal of customer relationship management is to reach as many people as possible target your customers as much as possible with the lowest prices and the highest profits. It is achievable only with a good understanding of customer relationship management and usage technology.

CHAPTER – 3

RESEARCH METHODOLOGY

3.1 NEED FOR STUDY

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer relationship managements important in smartphone retail store in Tamil Nadu and to give an awareness about CRM usage in oppo company. This time research methodology is framed for the purpose of finding the level of retail store usage of CRM in wide range of salesforce in their stores in Tamil Nadu.

3.2 SCOPE OF THE STUDY

The rapid growth in the number of smartphone brands, there is, this study is conducted to reveal the retail store's necessity of customer relationship management and their preference towards the same. This study will help to find out how CRM process will be happened in smartphone retail stores and for smartphone industry oppo company are more essential There are numerous opportunities for innovative new services.

3.3 OBJECTIVES OF THE STUDY

This project is designed mainly to identify and evaluate the customer relationship management techniques in oppo.

3.3.1 Primary objective:

1. The objective is to study an effectiveness of customer relationship management techniques in oppo.

3.3.2 Secondary objective:

1. To study about application they are using to maintain customer data.

2. To identify the expectation of customers in smartphone retails while purchase.
3. To analysis that how Customer relationship management are more essential.
4. To make an awareness about effective Customer Relationship Management.

3.4 RESEARCH DESIGN

3.4.1 Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.5 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

- Primary Data – Questionnaire given to 136 respondents
- Secondary Data - Websites and online journals, Published reports & Review of literature from published articles

3.6 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general information about OEC and the second part contained the respondent 's opinions about customer relationships managing data and customer retention opinion on Oppo company.

3.7 SAMPLING TECHNIQUE

3.7.1 Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.8 PERIOD OF STUDY

The duration of study is from January 2022 to April 2022 which is three months of study.

3.9 ANALYTICAL TOOLS

3.9.1. Percentage analysis

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

3.10 LIMITATIONS OF THE STUDY

- The study is confined to Tamil Nadu only.
- The study is based upon the OEC perception on customer relationship management in their retail stores.
- The data collected for the research is fully on primary data given by the respondents.
- There is chance for personal bias. So, the accuracy is not true
- Due to storage of time and other constraints, the study has been limited 136 respondents only.

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Age of the respondents

S.NO	AGE	NO. OF RESPONDENTS	PERCENTAGE
1.	18 – 25	57	42.5
2.	26 – 35	69	51.5
3.	36 – 45	8	6
4.	45 ABOVE	0	0
TOTAL		134	100

Source: Primary data

Age
134 responses

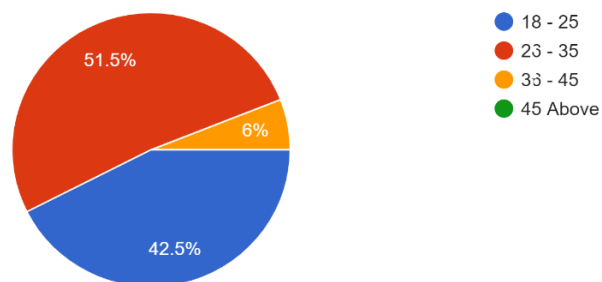


Chart 4.1.1: Age of respondents

Interpretation:

From the above table it is interpreted that the number of respondents age 18 – 25 are 42.5%, age 26 – 35 are 51.5%, age 36 – 45 are 6%.

Inference:

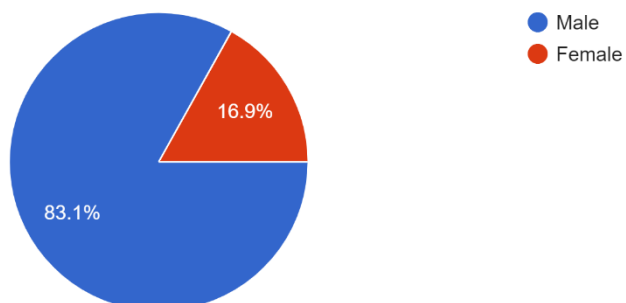
Majority (51.5%) of respondents are age between 26 – 35 years.

TABLE 4.1.2: Gender of the respondents

S.NO	GENDER	NO. OF RESPONDENTS	PERCENTAGE
1	MALE	113	83.1
2	FEMALE	23	16.9
TOTAL		136	100

Source: Primary data

Gender
136 responses

**Chart 4.1.2: Gender of the respondents****Interpretation:**

From the above table it is interpreted that the number of male respondents is 83.1% and female respondents is 16.9%.

Inference:

Majority (83.1%) of the respondents are male.

TABLE 4.1.3: Education of the respondents

S.NO	HIGHEST QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE
1.	HSC/SSLC	30	22.1
2.	Diploma	29	21.3
3.	Under Graduate	56	41.2
4.	Post Graduate	21	15.4
TOTAL		136	100

Source: Primary data

Education
136 responses

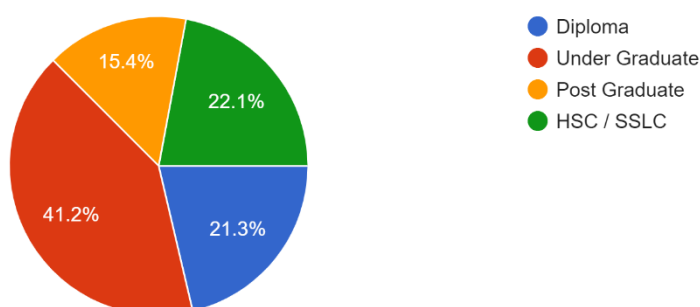


Chart 4.1.3 Highest qualification of the respondents

Interpretation:

From the above table it is interpreted that the number of the respondent were 41.2% are under graduates, 15.4% of them Post graduates, 21.3% of them are Diploma and 22.1% are HSC/SSLC.

Inference

Majority 41.2% of the respondents are Under degree graduates.

TABLE 4.1.4 Respondents of the experience as promotor/employee in mobile industries.

S.NO	EMPLOYMENT	NO. OF RESPONDENTS	PERCENTAGE
1.	Less than 1 year	19	14
2.	2 – 3 years	52	38.2
3.	3 – 4 years	44	32.4
4.	Above 5 years	21	15.4
TOTAL		136	100

Source: Primary data

5. How many years of experience you have as a promoter/employee in mobile industry?

136 responses

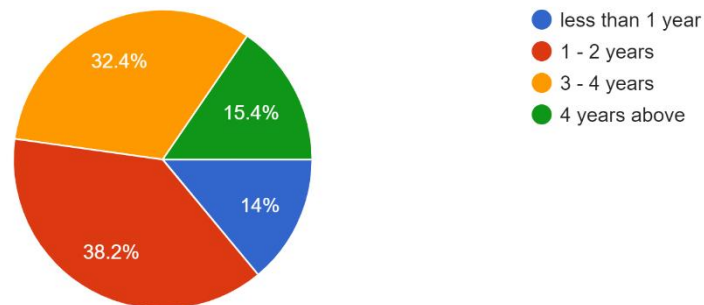


Chart 4.1.4 Respondents of the experience as promotor/employee in mobile industries.

Interpretation:

From the above table it is interpretation that the number of employees/Promotors experience is less than 1 years is 14%, 38.2% is 1 – 2 years experience, 32.4% are 3 – 4 years experience, 15.4% are 4 years above experience.

Inference:

Majority 38.2% of the respondents were had 1 – 2 years experience.

TABLE 4.1.5 The tools / application you're using to follow up the customers.

S.NO	PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE
1.	Handbook	24	17.6
2.	Digital Notepad	30	22.1
3.	Social Media	25	18.4
4.	Contacts	57	41.9
TOTAL		136	100

Source: Primary data

6. What are the tools / application you're using to follow up the customers?

136 responses

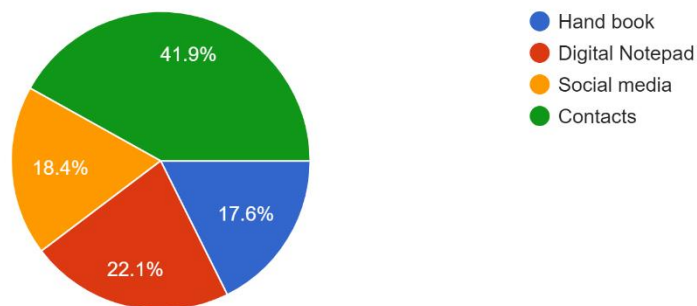


Chart 4.1.5 The tools / application you're using to follow up the customers.

Interpretation:

From the above table it is interpreted that the number of Handbook users is 17.6%, 22.1% are Digital Notepad users, 18.4% are Social Media users, 41.9% are Contacts users.

Inference:

Majority 41.9% of the respondents are Contacts users.

TABLE 4.1.6 The updates they are giving to their existing customers to maintain relationship after sales/services.

S.NO	PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE
1.	New launch updates	49	36
2.	Occasional updates	26	19.1
3.	Festival updates	48	35.3
4.	No updates	13	9.6
TOTAL		136	100

Source: Primary data

7. What are the updates you're giving to your existing customers to maintain relationship after sales/services?

136 responses

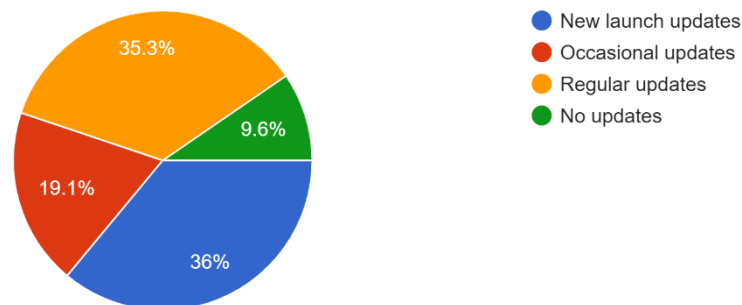


Chart 4.1.6 The updates they are giving to their existing customers to maintain relationship after sales/services.

Interpretation:

From above table it is interpreted that the number of respondents give updates of 36% are New launch updates, 19.1% are occasional updates, 35.3% are give regular updates, 9.6% are No updates.

Inference:

Majority 36% of the respondents are given Regular updates.

TABLE 4.1.7 The special schemes you are giving to customers while purchase by the help of store.

S.NO	PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE
1.	Discount	22	41.9
2.	Gifts	36	26.5
3.	Free products with special purchase offer	21	15.4
4.	All the above	57	41.9
TOTAL		136	100

Source: Primary data

8. What are the special schemes you are giving to customers while purchase by the help of store?

136 responses

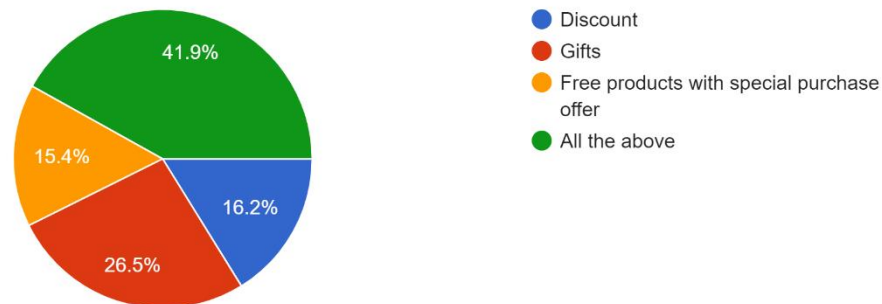


Chart 4.1.7 The special schemes you are giving to customers while purchase by the help of store

Interpretation:

From the above table it is interpreted that the number of respondents gives offers of 16.2% are discounts. 26.5 % are Gifts, 15.4% are offers free products with special purchase offer, 41.9% are do all the above.

Inference:

Majority 41.9% of the respondents do all the above.

TABLE 4.1.8 The customer information do you record during sales closing.

S.NO	PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE
1.	Name, Contact number	61	44.9
2.	E-Mail	12	8.8
3.	Address	7	5.1
4.	All the above	56	41.2
TOTAL			

Source: Primary data

9. What is the customer information do you record during sales closing?

136 responses

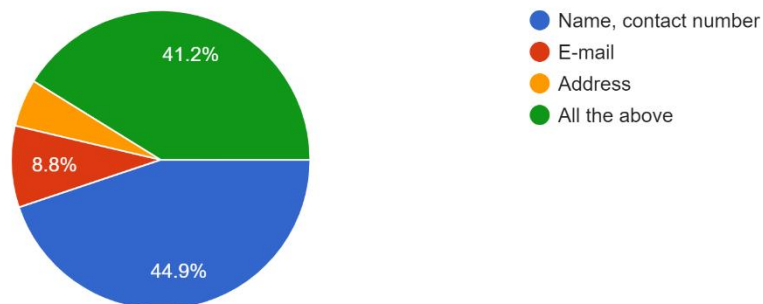


Chart 4.1.8 The customer information do you record during sales closing.

Interpretation:

From the above table it is interpreted that the number of respondents collect information liker Name, Contact number are 44.9%, 8.8% are e-mail, 5.7% are collect Address, 41.5% are do all the above.

Inference:

Majority 44.9% of the respondents are collected Name, contact number.

TABLE 4.1.9 Information about our customers is stored in the company database for future case studies.

S.NO	PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	49	36
2.	Agree	62	45.6
3.	Neutral	16	11.8
4.	Disagree	7	5.1
5.	Strongly disagree	2	1.5
TOTAL		136	100

Source: Primary data

10. Information about our customers is stored in the company database for future case studies?

136 responses

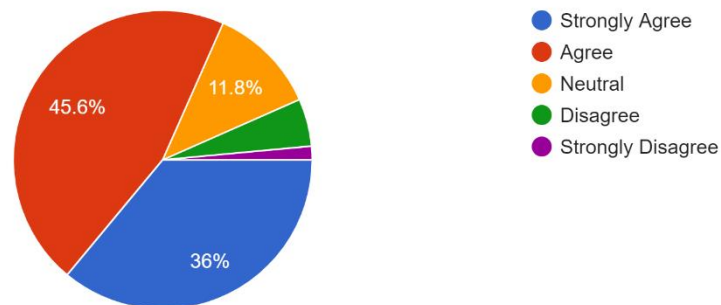


Chart 4.1.9 Information about our customers is stored in the company database for future case studies.

Interpretation

From the above table it is interpreted that the number of respondents 36% are Strongly agree, 45.6% are agree, 11.8% are Neutral, 5.1 % are Disagree, 5.1% are Strongly Disagree.

Inference:

Majority 45.6% of the respondents are Agree the statement.

TABLE 4.1.10 Collect customer's feedback.

S.NO	PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	77	56.6
2.	Agree	44	32.4
3.	Neutral	11	8.1
4.	Disagree	2	1.5
5.	Strongly disagree	2	1.5
TOTAL		136	100

Source:Primary data

11. Do you collect customer's feedback?
136 responses

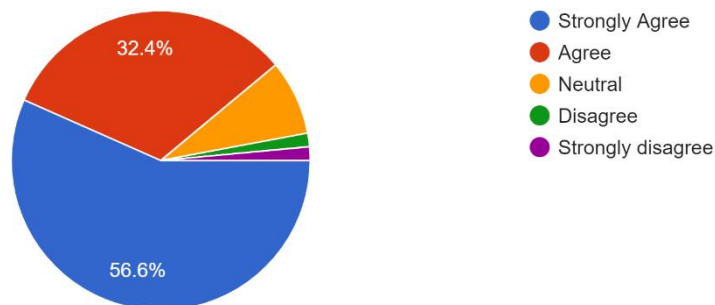


Chart 4.1.10 Collect customer's feedback.

Interpretation:

From the above table it is interpreted that the number of respondents 56.6% are Strongly agree, 32.8% are agree, 8.1% are Neutral, 1.5 % are Disagree, 1.5 % are Strongly Disagree.

Inference:

Majority 56.6% of the respondents are Strongly agree the statement.

TABLE 4.1.11 The working environment of the company is suitable to meet the needs of internal customers.

S.NO	PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	45	33.3
2.	Agree	48	35.6
3.	Neutral	30	22.2
4.	Disagree	9	6.7
5.	Strongly disagree	3	2.2
TOTAL		135	100

Source: Primary data

12. Do you think the working environment of the company is suitable to meet the needs of internal customers?

135 responses

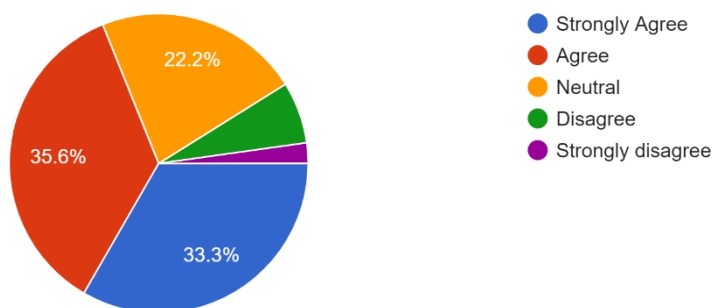


Chart 4.1.11 the working environment of the company is suitable to meet the needs of internal customers.

Interpretation:

From the above table it is interpreted that the number of respondents 33.3% are Strongly agree, 35.6% are agree, 22.2% are Neutral, 6.7% are Disagree, 2.2% are Strongly Disagree.

Inference:

Majority 35.6% of the respondents are Agree the statement.

TABLE 4.1.12 Our company is able to give excellent customer service at any point of contact.

S.NO	PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	44	32.4
2.	Agree	50	36.8
3.	Neutral	30	22.1
4.	Disagree	9	6.6
5.	Strongly disagree	3	2.2
TOTAL		136	100

Source: Primary data

13. Do you think our company is able to give excellent customer service at any point of contact?
136 responses

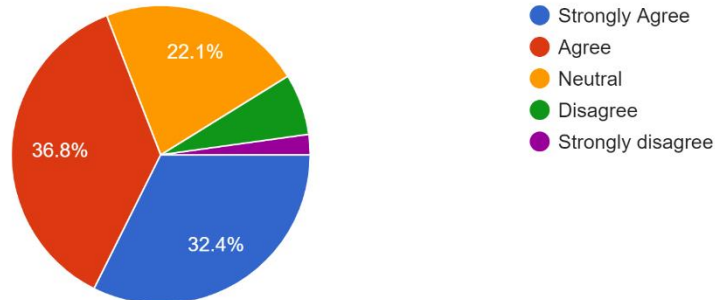


Chart 4.1.12 Expecting Places of charging ports

Interpretation:

From the above table it is interpreted that the number of respondents 36.8% are Strongly agree, 32.4% are agree, 22.1% are Neutral, 6.6% are Disagree, 2.2% are Strongly Disagree.

Inference:

Majority 36.8% of the respondents are Strongly agree the statement.

TABLE 4.1.13 Relationships with customers are given great value in our organization.

S.NO	PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	39	28.9
2.	Agree	46	34.1
3.	Neutral	23	17
4.	Disagree	7	5.2
5.	Strongly disagree	19	14.1
TOTAL		135	100

Source: Primary data

14. Relationships with customers are given great value in our organization.

135 responses

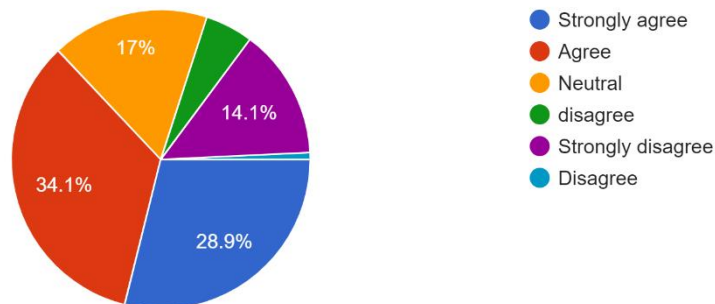


Chart 4.1.13 Relationships with customers are given great value in our organization.

Interpretation:

From the above table it is interpreted that the number of respondents 28.9% are Strongly agree, 34.1% are agree, 17 % are Neutral, 5.2% are Disagree, 14.1 % are Strongly Disagree.

Inference:

Majority 34.1% of the respondents are Agree the statement.

TABLE 4.1.14 Look for information about competitor's promotional activities.

S.NO	PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	39	22.4
2.	Agree	46	46.3
3.	Neutral	23	15.7
4.	Disagree	7	9.7
5.	Strongly disagree	19	6
TOTAL		134	100

Source: Primary data

15. I look for information about competitor's promotional activities.

134 responses

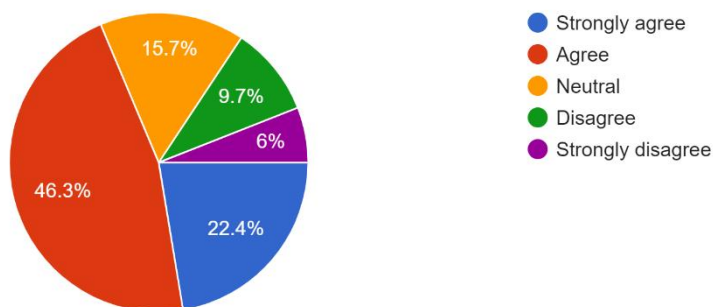


Chart 4.1.14 Look for information about competitor's promotional activities.

Interpretation:

From the above table it is interpreted that the number of respondents 22.4% are Strongly agree, 46.3% are agree, 15.7% are Neutral, 9.7% are Disagree, 6% are Strongly Disagree.

Inference:

Majority 46.3% of the respondents are Agree the statement.

TABLE 4.1.15 Look for information about competitor's new product/service launches.

S.NO	PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	40	29.6
2.	Agree	55	40.7
3.	Neutral	20	14.8
4.	Disagree	15	11.1
5.	Strongly disagree	5	3.7
TOTAL		135	100

Source: Primary data

16. I look for information about competitor's new product/service launches.

135 responses

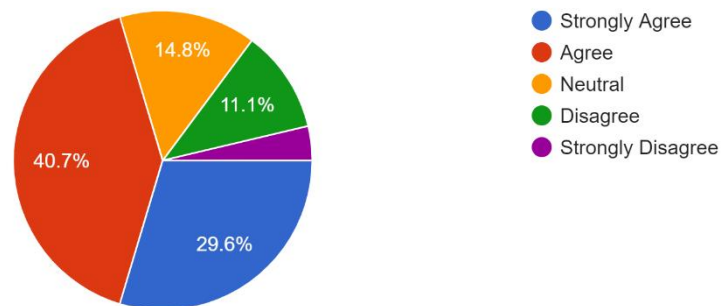


Chart 4.1.15 look for information about competitor's new product/service launches.

Interpretation:

From the above table it is interpreted that the number of respondents 29.6% are Strongly agree, 40.7% are agree, 14.8% are Neutral, 11.1 % are Disagree, 3.7% are Strongly Disagree.

Inference:

Majority 40.7% of the respondents are Agree the statement.

TABLE 4.1.16 A great effort to collect and transmit reliable information about customers.

S.NO	PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	45	33.6
2.	Agree	56	41.8
3.	Neutral	22	16.4
4.	Disagree	8	6
5.	Strongly disagree	3	2.2
TOTAL		134	100

Source: Primary data

17. I make a great effort to collect and transmit reliable information about customers.
134 responses

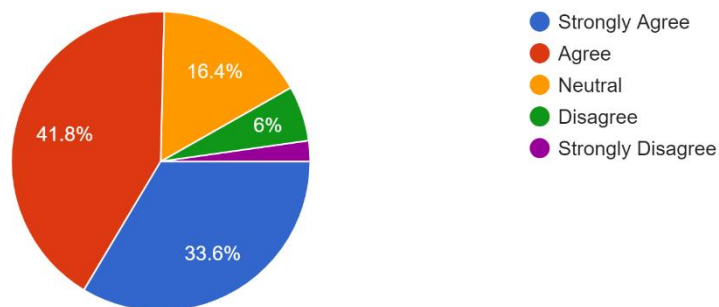


Chart 4.1.16 A great effort to collect and transmit reliable information about customers.

Interpretation:

From the above table it is interpreted that the number of respondents 33.6% are Strongly agree, 41.8% are agree, 16.4% are Neutral, 6% are Disagree, 2.2% are Strongly Disagree.

Inference:

Majority 41.8% of the respondents are Agree the statement.

TABLE 4.1.17 Information collected about the competitor's helps me to take better decisions.

S.NO	PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	38	28.1
2.	Agree	45	33.3
3.	Neutral	36	26.7
4.	Disagree	10	7.4
5.	Strongly disagree	6	4.4
TOTAL		135	100

Source: Primary data

18. The information collected about the competitor's helps me to take better decisions.

135 responses

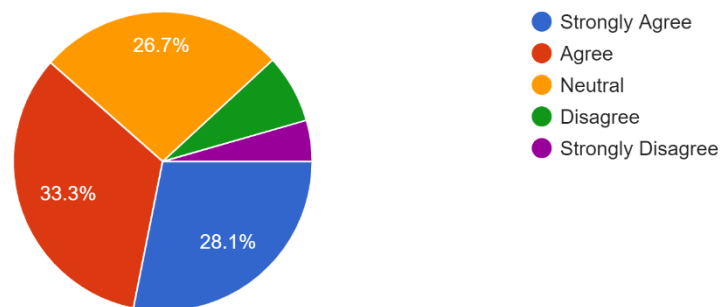


Chart 4.1.17 information collected about the competitor's helps me to take better decisions.

Interpretation:

From the above table it is interpreted that the number of respondents 28.1% are Strongly agree, 33.3% are agree, 26.7% are Neutral, 7.4% are Disagree, 4.4% are Strongly Disagree.

Inference:

Majority 33.3% of the respondents are Agree the statement.

TABLE 4.1.18 only sell but gather and transmit information about the customer problems and suggestion.

S.NO	PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	40	29.6
2.	Agree	62	45.9
3.	Neutral	19	14.1
4.	Disagree	12	8.9
5.	Strongly disagree	2	1.5
TOTAL		135	100

Source: Primary data

19. I not only sell but gather and transmit information about the customer problems and suggestion.

135 responses

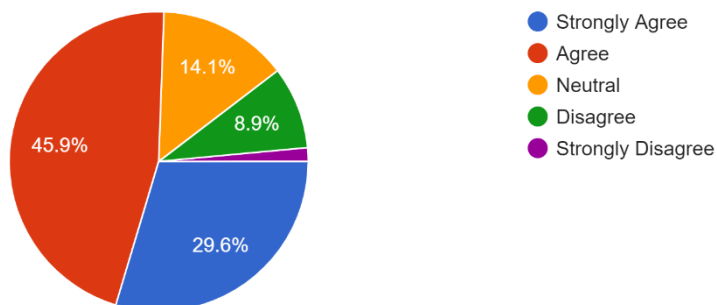


Chart 4.1.18 only sell but gather and transmit information about the customer problems and suggestion.

Interpretation:

From the above table it is interpreted that the number of respondents 29.6% are Strongly agree, 45.9% are agree, 14.1% are Neutral, 8.9% are Disagree, 1.5 % are Strongly Disagree.

Inference: Majority 45.9% of the respondents are Agree the statement.

TABLE 4.1.19 gather and transmit information about the customers after sales service needs.

S.NO	PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	31	23
2.	Agree	54	40
3.	Neutral	23	17
4.	Disagree	14	10.4
5.	Strongly disagree	13	9.6
TOTAL		135	100

Source: Primary data

20. I gather and transmit information about the customers after sales service needs.

135 responses

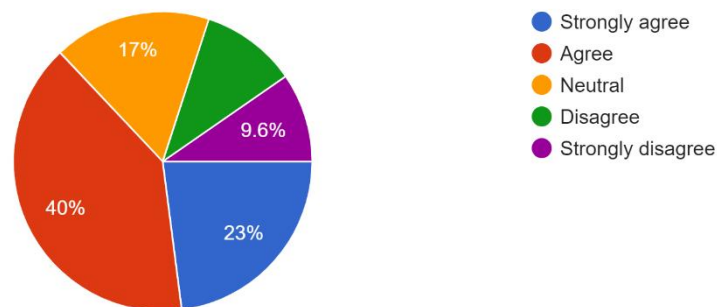


Chart 4.1.19 gather and transmit information about the customers after sales service needs.

Interpretation:

From the above table it is interpreted that the number of respondents 23% are Strongly agree, 40% are agree, 17% are Neutral, 10.4% are Disagree, 9.6% are Strongly Disagree.

Inference:

Majority 40% of the respondents are Agree the statement.

TABLE 4.1.20 Gather information about the customer's thought towards product/service.

S.NO	PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	28	20.7
2.	Agree	52	38.5
3.	Neutral	31	23
4.	Disagree	11	8.1
5.	Strongly disagree	13	9.6
TOTAL		135	100

Source: Primary data

21. I gather information about the customer's thought towards product/service.

135 responses

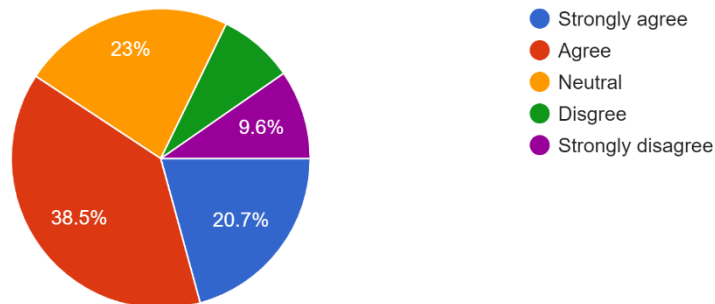


Chart 4.1.20 Gather information about the customer's thought towards product/service.

Interpretation:

From the above table it is interpreted that the number of respondents 20.7% are Strongly agree, 38.5% are agree, 23% are Neutral, 8.1% are Disagree, 9.6% are Strongly Disagree.

Inference:

Majority 38.5% of the respondents are Agree the statement.

TABLE 4.1.21 to find out any things that could threaten the competitive position of my company.

S.NO	PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	20	14.8
2.	Agree	59	43.7
3.	Neutral	30	22.2
4.	Disagree	12	8.9
5.	Strongly disagree	14	10.4
TOTAL		135	100

Source: Primary data

22. I try to find out any things that could threaten the competitive position of my company.

135 responses

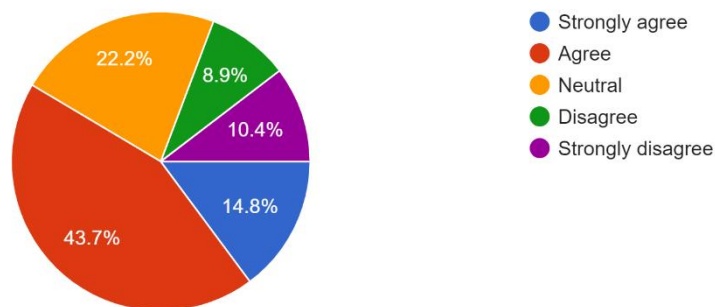


Chart 4.1.21 To find out any things that could threaten the competitive position of my company.

Interpretation:

From the above table it is interpreted that the number of respondents 14.8% are Strongly agree, 43.7% are agree, 22.2% are Neutral, 8.9% are Disagree, 10.4% are Strongly Disagree.

Inference:

Majority 43.7% of the respondents are Agree the statement.

TABLE 4.1.22 Make a great effort to collect and transmit information about customers.

S.NO	PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	42	30.9
2.	Agree	53	39
3.	Neutral	21	15.4
4.	Disagree	14	10.3
5.	Strongly disagree	6	4.4
TOTAL		136	100

Source: Primary data

23. I make a great effort to collect and transmit information about customers.

136 responses

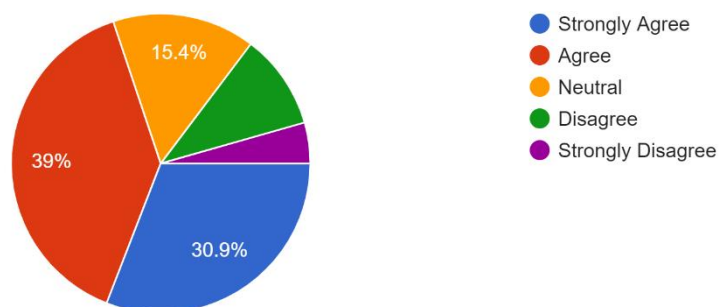


Chart 4.1.22 Make a great effort to collect and transmit information about customers.

Interpretation:

From the above table it is interpreted that the number of respondents 30.9% are Strongly agree, 39% are agree, 15.4% are Neutral, 10.3% are Disagree, 4.4% are Strongly Disagree.

Inference:

Majority 39% of the respondents are Agree the statement.

TABLE 4.1.23 Gather and used to transmit the changing trends and behavior of the customers.

S.NO	PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE
1.	Strongly Agree	26	19.1
2.	Agree	60	44.1
3.	Neutral	27	19.9
4.	Disagree	16	11.8
5.	Strongly disagree	7	5.1
TOTAL		136	100

Source: Primary data

24. I gather and used to transmit the changing trends and behavior of the customers.

136 responses

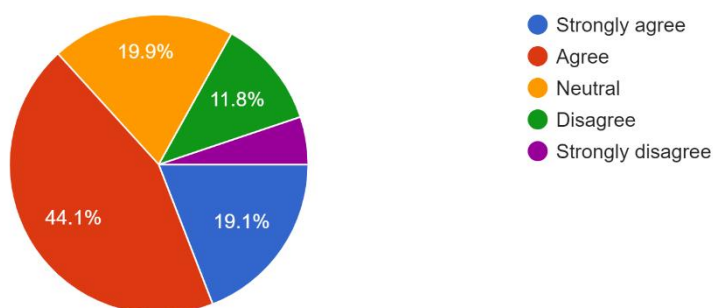


Chart 4.1.23 Gather and used to transmit the changing trends and behavior of the customers

Interpretation:

From the above table it is interpreted that the number of respondents 19.1% are Strongly agree, 44.1 % are agree, 19.9% are Neutral, 11.8% are Disagree, 5.1% are Strongly Disagree.

Inference:

Majority 44.1% of the respondents are Agree the statement.

TABLE 4.1.24 Rate our company's CRM database maintaining in confidential.

S.NO	RATING	NO. OF RESPONDENTS	PERCENTAGE
1.	1	1	0.7
2.	2	8	5.9
3.	3	28	20.6
4.	4	49	36
5.	5	50	36.8
TOTAL		136	100

Source: Primary data

25. How would you rate our company's CRM database maintaining in confidential?

136 responses

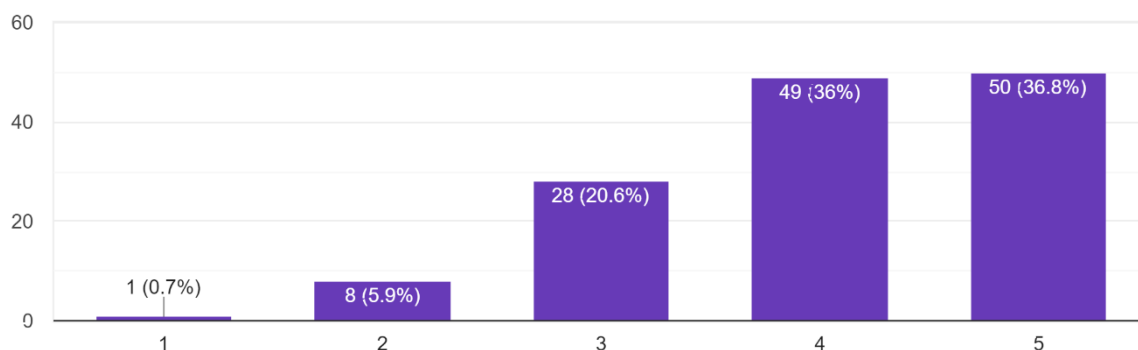


Chart 4.1.24 Rate our company's CRM database maintaining in confidential

Interpretation:

From the above table it is interpreted that the number of respondents 0.7% are rated 1, 5.9% are rated 2, 20.6% are rated 3, 36% are rated 4, 36.8% are rated 5.

Inference:

Majority 36.8% of the respondents are rated 4.

4.2 OVERALL INTERPRETATION AND INFERENCE

Interpretation

From the above table its is interpreted that

- From the above table it is interpreted that the number of respondents age 18 – 25 are 42.5%, age 26 – 35 are 51.5%, age 36 – 45 are 6%.
-
- From the above table it is interpreted that the number of male respondents is 83.1% and female respondents is 16.9%.
-
- From the above table it is interpreted that the number of the respondent were 41.2% are under graduates, 15.4% of them Post graduates, 21.3% of them are Diploma and 22.1% are HSC/SSLC.
- From the above table it is interpretation that the number of employees/Promotors experience is less than 1 years is 14%, 38.2% is 1 – 2 years' experience, 32.4% are 3 – 4 years' experience, 15.4% are 4 years above experience.
- From the above table it is interpreted that the number of Handbook users is 17.6%, 22.1% are Digital Notepad users, 18.4% are Social Media users, 41.9%are Contacts users.
- From above table it is interpreted that the number of respondents give updates of 36% are new launch updates, 19.1% are occasional updates, 35.3% are give regular updates, 9.6% are No updates.
- From the above table it is interpreted that the number of respondents gives offers of 16.2% are discounts. 26.5 % are Gifts, 15.4% are offers free products with special purchase offer, 41.9% are do all the above.
- From the above table it is interpreted that the number of respondents collect information liker Name, Contact number are 44.9%, 8.8% are e-mail, 5.7% are collect Address, 41.5% are do all the above.

- From the above table it is interpreted that the number of respondents 36% are Strongly agree, 45.6% are agree, 11.8% are Neutral, 5.1 % are Disagree, 5.1% are Strongly Disagree.
- From the above table it is interpreted that the number of respondents 56.6% are Strongly agree, 32.8% are agree, 8.1% are Neutral, 1.5 % are Disagree, 1.5 % are Strongly Disagree.
- From the above table it is interpreted that the number of respondents 33.3% are Strongly agree, 35.6% are agree, 22.2% are Neutral, 6.7% are Disagree, 2.2% are Strongly Disagree.
- From the above table it is interpreted that the number of respondents 36.8% are Strongly agree, 32.4% are agree, 22.1% are Neutral, 6.6% are Disagree, 2.2% are Strongly Disagree.
- From the above table it is interpreted that the number of respondents 28.9% are Strongly agree, 34.1% are agree, 17 % are Neutral, 5.2% are Disagree, 14.1 % are Strongly Disagree.
- From the above table it is interpreted that the number of respondents 22.4% are Strongly agree, 46.3% are agree, 15.7% are Neutral, 9.7% are Disagree, 6% are Strongly Disagree.
- From the above table it is interpreted that the number of respondents 29.6% are Strongly agree, 40.7% are agree, 14.8% are Neutral, 11.1 % are Disagree, 3.7% are Strongly Disagree.
- From the above table it is interpreted that the number of respondents 33.6% are Strongly agree, 41.8% are agree, 16.4% are Neutral, 6% are Disagree, 2.2% are Strongly Disagree.
- From the above table it is interpreted that the number of respondents 28.1% are Strongly agree, 33.3% are agree, 26.7% are Neutral, 7.4% are Disagree, 4.4% are Strongly Disagree.
- From the above table it is interpreted that the number of respondents 29.6% are Strongly agree, 45.9% are agree, 14.1% are Neutral, 8.9% are Disagree, 1.5 % are Strongly Disagree.

- From the above table it is interpreted that the number of respondents 23% are Strongly agree, 40% are agree, 17% are Neutral, 10.4% are Disagree, 9.6% are Strongly Disagree.
- From the above table it is interpreted that the number of respondents 20.7% are Strongly agree, 38.5% are agree, 23% are Neutral, 8.1% are Disagree, 9.6% are Strongly Disagree.
- From the above table it is interpreted that the number of respondents 14.8% are Strongly agree, 43.7% are agree, 22.2% are Neutral, 8.9% are Disagree, 10.4% are Strongly Disagree.
- From the above table it is interpreted that the number of respondents 30.9% are Strongly agree, 39% are agree, 15.4% are Neutral, 10.3% are Disagree, 4.4% are Strongly Disagree.
- From the above table it is interpreted that the number of respondents 19.1% are Strongly agree, 44.1 % are agree, 19.9% are Neutral, 11.8% are Disagree, 5.1% are Strongly Disagree.
- From the above table it is interpreted that the number of respondents 0.7% are rated 1, 5.9% are rated 2, 20.6% are rated 3, 36% are rated 4, 36.8% are rated 5.

Inference

- Majority (51.5%) of respondents are age between 26 – 35 years.
- Majority (83.1%) of the respondents are male.
- Majority 41.2% of the respondents are Under degree graduates.
- Majority 38.2% of the respondents were had 1 – 2 years experience.
- Majority 41.9% of the respondents are Contacts users.
- Majority 36% of the respondents are given Regular updates.
- Majority 41.9% of the respondents do all the above.
- Majority 44.9% of the respondents are collected Name, contact number.
- Majority 45.6% of the respondents are Agree the statement.
- Majority 56.6% of the respondents are Strongly agree the statement.

- Majority 35.6% of the respondents are Agree the statement.
- Majority 36.8% of the respondents are Strongly agree the statement.
- Majority 34.1% of the respondents are Agree the statement.
- Majority 46.3% of the respondents are Agree the statement.
- Majority 40.7% of the respondents are Agree the statement.
- Majority 41.8% of the respondents are Agree the statement.
- Majority 33.3% of the respondents are Agree the statement.
- Majority 45.9% of the respondents are Agree the statement.
- Majority 40% of the respondents are Agree the statement.
- Majority 38.5% of the respondents are Agree the statement.
- Majority 43.7% of the respondents are Agree the statement.
- Majority 39% of the respondents are Agree the statement.
- Majority 44.1% of the respondents are Agree the statement.
- Majority 36.8% of the respondents are rated 4.

4.3. STATISTICAL ANALYSIS

4.3.1. CHE-SQUARE

Hypothesis: 1

H_0 (Null hypothesis) : There is no significant difference between age of the respondents and the special schemes you are giving to customers while purchase by help of store.

H_1 (Alternate hypothesis): There is significant difference between age of the respondents and the special schemes you are giving to customers while purchase by help of store.

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
age * What are the special schemes you are giving to customers while purchase by the help of store	136	100.0%	0	0.0%	136	100.0%

age * What are the special schemes you are giving to customers while purchase by the help of store Crosstabulation

Count

		What are the special schemes you are giving to customers while purchase by the help of store				Total
		discount	Gifts	free product with special purchase offer	all the above	
age	18 - 25	22	36	0	0	58
	26 - 35	0	0	13	57	70
	36 - 40	0	0	8	0	8
Total		22	36	21	57	136

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	178.188 ^a	6	<.001
Likelihood Ratio	209.260	6	<.001
Linear-by-Linear Association	81.935	1	<.001
N of Valid Cases	136		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 1.24.

Inference:

Since p value (.001) is less than 0.05. We accept the alternate hypothesis and reject the null hypothesis. Hence there is significant difference between age of the respondents and the special schemes you are giving to customers while purchase by help of store.

ONE WAY ANNOVA TEST

Hypothesis:2

H₀(Null hypothesis) =There is no significant association between experience of the respondents and the information collected about the competitor's helps me to take better decisions.

H₁ (Alternate hypothesis) =There is significant association between experience of the respondents and the information collected about the competitor's helps me to take better decisions.

Bayesian Estimates of Coefficients^{a,b,c}

Parameter	Mode	Posterior		95% Credible Interval	
		Mean	Variance	Lower Bound	Upper Bound
The information collected about the competitor's helps me to take better decisions. = Strongly Agree	1.500	1.500	.005	1.365	1.635
The information collected about the competitor's helps me to take better decisions. = Agree	2.283	2.283	.004	2.160	2.405
The information collected about the competitor's helps me to take better decisions. = Neutral	3.139	3.139	.005	3.000	3.277
The information collected about the competitor's helps me to take better decisions. = Disagree	4.000	4.000	.018	3.737	4.263
The information collected about the competitor's helps me to take better decisions. = Strongly Disagree	4.000	4.000	.030	3.661	4.339

a. Dependent Variable: How many years of experience you have as a promoter/employee in mobile industry

b. Model: The information collected about the competitor's helps me to take better decisions.

c. Assume standard reference priors.

Bayesian Estimates of Error Variance^a

Parameter	Mode	Posterior		95% Credible Interval	
		Mean	Variance	Lower Bound	Upper Bound
Error variance	.174	.179	.001	.141	.229

a. Assume standard reference priors.

Interpretation:

Since p value (0.001) is less than 0.05. we accept the alternate hypothesis and reject the null hypothesis. Hence **there is significant association** between experience of the respondents and the information collected about the competitor's helps me to take better decisions.

Significance level is tested at 0.05*Interpretation**

From the table 0.001 it is noted that the P value is less than 0.05 for all factors, Hence the information collected about the competitor's helps me to take better decisions groups of various experience is significant. Hence Reject H_0

Inference

There is a difference in the significance given to the information collected about the competitor's helps me to take better decisions among various groups of experience.

CHAPTER – 5

5.1. FINDINGS

- Majority (51.5%) of respondents are age between 26 – 35 years.
- Majority (83.1%) of the respondents are male.
- Majority 41.2% of the respondents are Under degree graduates.
- Majority 38.2% of the respondents were had 1 – 2 years experience.
- Majority 41.9% of the respondents are Contacts users.
- Majority 36% of the respondents are given Regular updates.
- Majority 41.9% of the respondents do all the above.
- Majority 44.9% of the respondents are collected Name, contact number.
- Majority 45.6% of the respondents are Agree the statement.
- Majority 56.6% of the respondents are Strongly agree the statement.
- Majority 35.6% of the respondents are Agree the statement.
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- ❖ The overall experience index from the study reveals the effectiveness of customer relationship management techniques in oppo, and to make awareness about customer retention by using existing customer data.
- ❖ Some of the customers have suggested that giving regular updates to customer are more important to customer retention.
- ❖ So many of the customers suggest that customer contacts storing is enough to customer retention, but even some of OEC's perception that storing customer's data in Digital pad that doesn't erase easier.
- ❖ Majority of customers expecting that discounts, gifts and free products with special purchase offer are major component to retain customers.
- ❖ Majority of OEC's believe that information collected about the competitor's helps me to take better decisions.

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This paper examined the effectiveness of customer relationship management techniques in oppo and its importance for the customer retention in buy oppo products in smartphone retail stores. but it all depends on how we choose to view it, so through this study, we want to know and understand what is going on in the minds of consumers and whether or not they are ready to buy oppo products and perception of OEC's towards customer relationship management in oppo. The research in this article would suggest the innovative nature of OEC's acceptance decisions to classify groups of potential users into distinct and meaningful groups. However, more consumers want a product along with gifts and offer price. the study reveals that awareness and that consumers relationship management are more concerned about the customer retention.

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ANNEXURE - 1

General information

1. Name
2. Age
 - ☐ 18 – 25
 - ☐ 26 – 35
 - ☐ 36 – 40
 - ☐ 40 above
3. Gender
 - ☐ Male
 - ☐ Female
4. Education
 - ☐ Diploma
 - ☐ Under graduate
 - ☐ Post graduate
 - ☐ HSC/SSLC
5. How many years of experience you have as a promoter/employee in mobile industry?
 - ☐ Less than 1 year
 - ☐ 1 – 2 years
 - ☐ 3 – 4 years
 - ☐ 4 years Above
6. What are the tools / application you're using to follow up the customers?
 - ☐ Hand book
 - ☐ Digital Notepad
 - ☐ Social media
 - ☐ Contacts
7. What are the updates you're giving to your existing customers to maintain relationship after sales/services?
 - ☐ New launch updates
 - ☐ Occasional updates
 - ☐ Regular updates
 - ☐ No updates
8. What are the special schemes you are giving to customers while purchase by the help of store?

- Discount
- Gifts
- Free products with special purchase offer
- All the above

9. What is the customer information do you record during sales closing?

- Name, Contact number
- E-Mail
- Address
- All the Above

10. Information about our customers is stored in the company database for future case studies?

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

11. Do you collect customer's feedback?

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

12. Do you think the working environment of the company is suitable to meet the needs of internal customers?

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

13. Do you think our company is able to give excellent customer service at any point of contact?

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

14. Relationships with customers are given great value in our organization.

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

15. I look for information about competitor's promotional activities.

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

16. I look for information about competitor's new product/service launches.

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

17. I make a great effort to collect and transmit reliable information about customers.

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

18. The information collected about the competitor's helps me to take better decisions.

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

19. I not only sell but gather and transmit information about the customer problems and suggestion.

- Strongly Agree
- Agree
- Neutral
- Disagree

- Strongly Disagree

20. I gather and transmit information about the customers after sales service needs.

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

21. I gather information about the customer's thought towards product/service.

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

22. I try to find out any things that could threaten the competitive position of my company.

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

23. I make a great effort to collect and transmit information about customers.

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

24. I gather and used to transmit the changing trends and behavior of the customers.

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

25. How would you rate our company's CRM database maintaining in confidential?

1 2 3 4 5

ANNEXURE - 2

ARTICLE

A STUDY ON EFFECTIVENESS OF CUSTOMER RELATIONSHIP MANAGEMENT TECHNIQUES IN OPPO

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ABSTRACT

Today, the smartphone industry cannot survive without customers because customers have more choices and target customers are the most valuable for selling smartphones. In the smartphone industry, customer service and support must be a top priority. In particular, the practice of customer relationship management (CRM) on smartphones is extremely difficult. Tracking and retaining new customers based on customer data is not enough for a successful CRM strategy. It should be consistent with business processes, strategies, and employee and client recruitment. This white paper addresses crucial considerations for Oppo's customer relationship management approaches' performance. This paper tries to represent the interaction layers and applications that oppo OEC uses to retain client relationships and create revenue.

Keywords: Customer relationship management, smartphones, customer, retaining, applications.

1.1 Introduction

Modern organizations recognize that managing customer relationships is a very important success factor. Customer relationship management (CRM) is a strategy that helps you build long-term relationships with your customers and increase profits by applying appropriate management systems and customer-centric strategies. CRM is a combination of people, processes, and technologies designed to understand and manage a company's relationships with its customers by focusing on relationship development and customer retention. Scientists correctly emphasize that a scientific assessment of customer-centric business philosophy, labour culture, customer-centric products and services, effective marketing and customer

satisfaction protects the interests of modern organizations, including the smartphone industry. doing. do. This study evaluates the effectiveness of customer relationship management at smartphone retailers in Tamil Nadu.

This document reports on the development of Customer Relationship Management by use of OEC feedback on CRM. the introduction of various competitor brands is to push their promoters use Customer database to retain the consumers. Therefore, in the present study, we sought to identify and analyse the main things of Customer Relationship Management by reviewing the existing literature and defining new ideas. From the literature review, one or two obstacles in the context of the Indian market were initially identified. The significance and

causal relationship analysis indicate that family factors hampering the decision to buy our oppo smartphones, and IoT and unclear company policies regarding access of Customer databases were the main concerns that these customer relationship management will gain traction on the market.

1.2 Customer Relationship Management

Customer relationship management is often used to create a personalized experience that makes each customer feel cared for and opens up new marketing opportunities. CRM requires a customer centric business philosophy and culture to support effective marketing, sales, and service strategies, so modern organizations adapt to select and manage their most valuable customer relationships. Business strategy. The practice of customer relationship management requires proper leadership, strategy and culture. CRM was a strategy that helped modern organizations build permanent organizations, build customer relationships, and increase profits by applying management systems and customer centric strategies.

1.3 Company profile

Oppo Mobiles India Private Limited is a nongovernmental company in India. It is a private company and is classified as a "limited liability company". The company's authorized capital is Rs2505.5 racks and 99.99549% paid capital is Rs2505.39 racks. Oppo Mobiles India Private Limited is primarily engaged in the business services business and is currently active. Guangdong Oppo Mobile Telecommunications Corp, Ltd. Trading as OPPO is a Chinese consumer electronics and mobile telecommunications company headquartered in Dongguan, Guangdong. Our main product line includes smartphones, smart devices, audio devices, power banks and other electronic products.

CHAPTER - 2

2.1 Introduction

In this chapter, researchers sought to study and understand the concept of customer relationship management. This attempt involves understanding customer relationship management. For customer relationship management, these researchers used various books, research journals, and websites. A detailed list can be found in Resources. Based on this literature, research researchers want to know

what are the key parameters for the effectiveness of customer relationship management techniques at oppo.

2.2 Review of literature

- **Mahnam, Ali Reza, 2014, Effectiveness of customer relationship management in star category hotels in Karnataka.** In the hotel industry, customers today, more choices and target customers are the most valuable to Star Hotels. In the hotel industry, customer service and customer care must be a top priority. Customer relationship management (CRM) is very much practiced, especially at Star Hotels. challenge. Only the installation and integration of software packages at Star Hotels can do this Implementation of a successful CRM strategy.
- **Garg, Rinki, 2018, Customer Relationship Management in Hospitality Industry An Empirical Study of Hotels in Punjab.** Customer relationship management is a new tool that enables marketers to maintain their presence in the marketing environment. Improving profitability and customer loyalty are two key requirements for any business. These are achieved through the effective and strategic use of customer relationship management.
- **Sakunthala, A, 2016, Implementation of customer relationship management in selected industries.** CRM includes a set of processes and support systems to support your business strategy build long-term, profitable relationships with specific customers. Main goal of CRM aims to increase customer profits by better understanding individual needs. Preference. Successful implementation of CRM initiatives requires successful integration of process, people, operations, and marketing functions between departments. Made possible by information technology and applications.
- **Ebrahimi, Narges, 2012, A study of management information system and its impact on effectiveness of customer relationship management with special reference to private and government hospitals in Pune.** In this survey management information system for customer relationship management aspects quality of service, time savings, cost effectiveness, and client. The importance of research is to find the important role of information technology and customer relationship management in hospitals.

CHAPTER – 3

3.1 Need for study

Survey methods are required primarily for the survey process and for designing the designs and tools used for the purposes of the project. The research method will help you find important customer relationship management in Tamil Nadu's smartphone retail business and raise awareness of CRM use at Oppo company.

3.2 Scope of study

This research will help you understand how the CRM process works in smartphone retailers. Oppo companies are more important to the smartphone industry. There are many opportunities for innovative new services.

3.3 OBJECTIVES OF THE STUDY

This project is designed mainly to identify and evaluate the customer relationship management techniques in oppo.

3.3.1 Primary objective:

1. The objective is to study an effectiveness of customer relationship management techniques in oppo.

3.3.2 Secondary objective:

1. To study about application they are using to maintain customer data.
2. To identify the expectation of customers in smartphone retails while purchase.
3. To analysis that how Customer relationship management are more essential.
4. To make an awareness about effective Customer Relationship Management.

3.4 RESEARCH DESIGN

3.4.1 Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.5 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

- Primary Data – Questionnaire given to 136 respondents
- Secondary Data - Websites and online journals, Published reports & Review of literature from published articles

3.6 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general information about OEC and the second part contained the respondent 's opinions about customer relationships managing data and customer retention opinion on Oppo company.

3.7 SAMPLING TECHNIQUE

3.7.1 Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.8 PERIOD OF STUDY

The duration of study is from January 2022 to April 2022 which is three months of study.

3.9 ANALYTICAL TOOLS

3.9.1. Percentage analysis

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

3.10 LIMITATIONS OF THE STUDY

- The study is confined to Tamil Nadu only.
- The study is based upon the OEC perception on customer relationship management in their retail stores.
- The data collected for the research is fully on primary data given by the respondents.
- There is chance for personal bias. So, the accuracy is not true
- Due to storage of time and other constraints, the study has been limited 136 respondents only.

CHAPTER – 4

4.1. STATISTICAL ANALYSIS

4.1.1. CHE-SQUARE

Hypothesis: 1

H₀(Null hypothesis): There is no significant difference between age of the respondents and the special schemes you are giving to customers while purchase by help of store.

H₁(Alternate hypothesis): There is significant difference between age of the respondents and the special schemes you are giving to customers while purchase by help of store.

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
age * What are the special schemes you are giving to customers while purchase by the help of store	136	100.0%	0	0.0%	136	100.0%

age * What are the special schemes you are giving to customers while purchase by the help of store Crosstabulation
Count

		What are the special schemes you are giving to customers while purchase by the help of store				Total
		discount	Gifts	free product with special purchase offer	all the above	
age	18 - 25	22	36	0	0	58
	26 - 35	0	0	13	57	70
	36 - 40	0	0	8	0	8
Total		22	36	21	57	136

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	178.188 ^a	6	<.001
Likelihood Ratio	209.260	6	<.001
Fisher's Linear Association	81.935	1	<.001
N of Valid Cases	136		

4 cells (33.3%) have expected count less than 5. The minimum expected count is 1.24.

Inference:

Since p value (.001) is less than 0.05. We accept the alternate hypothesis and reject the null hypothesis. Hence there is significant difference between age of the respondents and the special schemes you are giving to customers while purchase by help of store.

ONE WAY ANNOVA TEST

Hypothesis:2

H₀(Null hypothesis) =There is no significant association between experience of the respondents and the information collected about the competitor's helps me to take better decisions.

H₁ (Alternate hypothesis) =There is significant association between experience of the respondents and the information collected about the competitor's helps me to take better decisions.

Bayesian Estimates of Coefficients ^{a,b,c}

Parameter	Mode	Posterior		95% Credible Interval	
		Mean	Variance	Lower Bound	Upper Bound
The information collected about the competitor's helps me to take better decisions. = Strongly Agree	1.500	1.500	.005	1.365	1.635
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