



A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES OF HERO MOTOCORP WITH REFERENCE TO PRUDHVI HERO TIRUPATI

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ABSTRACT: The present study investigates the effectiveness of Customer Relationship Management (CRM) practices at Hero MotoCorp, with a focus on its dealership, Prudhvi Hero in Tirupati. With increasing market competition and evolving consumer preferences, CRM has become an essential strategy for sustaining customer loyalty and enhancing satisfaction. The research aimed to evaluate CRM strategies, assess customer satisfaction levels, and understand the responsiveness of the organization in handling grievances and complaints. Data was collected from 100 customers using a structured questionnaire, employing both primary and secondary sources, and analysed through descriptive statistical tools. The findings reveal a high degree of customer engagement, satisfaction, and perceived personalization in communication, though areas such as complaint resolution time and service clarity need improvement. Recommendations include enhancing communication channels, investing in timely service delivery, and addressing dissatisfied customer segments. The study concludes that effective CRM practices significantly contribute to building strong customer relationships and driving business growth at Hero MotoCorp.

KEY WORDS: Hero CRM focuses on key areas like customer engagement, sales tracking, lead management, and personalized communication to strengthen customer relationships.

INTRODUCTION: Customer relationship management (CRM) is a strategic process that organizations use to manage, analyze, and improve their interactions with customers. By leveraging data driven insights, CRM helps businesses optimize communication, enhance customer satisfaction, and drive sustainable growth.

CRM systems compile data from a range of different communication channel including a company's website telephone which many software come with soft phone e-mail, live chat, marketing materials and more recently social media. They allow businesses to learn more about their target audiences and how to better cater to their needs, thus retailing customers and driving sales growth. CRM may be used with past, present or potential customers. The concepts, procedures, and rules that a corporation follows when communicating with its consumers are referred to as CRM. This complete connection covers direct contact with customers, such as sales and service-related operations, forecasting, and the analysis of consumer patterns and behavior from the perspective of the company.

INDUSTRY PROFILE: The Automotive industry in India is one of the largest in the world and one of the fastest growing globally. India manufacture over 18millions vehicles (including 2wheeler) and exports more than 2.3 million every year. It is the worlds second largest manufacture of motorcycles there are eight key players in the Indian markets that produced 13.8 million units in 2010-11.

With an expanding market and entry of new players over the last few years, the Indian two-wheeler industry is now approaching a stage of maturity. Previously, there were only a handful of two-wheeler models available in the country. Currently, India is the second largest producer of two-wheelers in the world. It stands next only to China and Japan in terms of the number of two wheelers produced and the sales of two-wheelers respectively. There are many two-wheeler manufacturers in India. The major players in the 2-wheeler industry are Hero Honda, Bajaj Auto Ltd (Bajaj Auto), TVS Motor Company Ltd and Honda Motorcycle & Scooter India, Private Limited accounting for over 93% of the sale in the domestic two-wheeler market. It is noteworthy that motorbikes segment's share is just below 80% of the total 2W market in India which is dominated by Hero Honda with a market share of 59%, Scooter segment's Maken she is 18% which is led by Honda Motorcycle & Scooter India, Private Limited.

COMPANY PROFILE: Hero Motor cop Ltd is a leading dealer of Hero motorcycles and scooters. They offer a wide range of Hero two-wheelers, including popular models like Splendour, Glamour, and Xtreme Located on Air Bypass Road, Tirupati, Prudhvi Hero has a well-equipped service centre that can handle all types of repairs and maintenance for Hero two-wheelers. They also provide test ride facilities, making it easier for customers to find their perfect vehicle. With a team of experienced sales staff, Hero aims to provide excellent customer service and high-quality products. They have been in business for over 7 years and have serviced over 225,000 vehicles. If you're looking for Hero motorcycles or scooters in Tirupati, Hero Motor Corporate Ltd.

REVIEW OF LITERATURE:

Jadhav (2018) Study reveals that CRM practices in banking sector in Maharashtra State, study covers comparison of customers belonging to different banks (SBI, BOM, PNB, HDFC, and ICICI) with respect to their customer centricity scores by applying the Tukey's multiple post hoc procedures and the results are presented. Study found that customers belonging to SBI have rated the processes of their bank to be more customer centricity as compared to that of BOM.

Ashok Kumar et. al., (2017) Examined the importance of CRM in banking sector and its impact on the customer satisfaction with a reference to public sector bank and private sector bank in Virudhunagar district. The objective of the study was to analyse the Perception of customer on CRM as a tool of banking sector in retention of customers. The study was comparative and analytical one through the perceptions of the customers of the selected banks. Primary data were collected through a well- structured qualitative questionnaire from the selected banks.

Sujatha and Patel (2018) Study focused and found that CRM in banking sector is still not used widely though it is becoming the need of the hour that the Banks should provide this vital service which is mandatory to its valuable Customers. Customer Life Time value and Customer Delight is improved by adopting and enriching the customer relationship building approaches which the Banking Sector should work on it.

Kampani and Jhamb (2020) Conducted a review of literature to explore the role of CRM in

establishing and maintaining the relationship with the customers and to find out various customer relationship strategies and applications that have been conducted in the past in the context of commerce industry.

OBJECTIVES OF THE STUDY:

- To study the CRM practices of PRUDHVI HERO Tirupati.
- To know the opinions of customers in grievance handling in hero moto Corp with special reference to Prudhvi Hero
- To study the factors affecting CRM in reference to HERO Moto Corp
- To ascertain the satisfaction level of customers towards the CRM in HERO Moto Corp.

NEED OF THE STUDY: In the present competition and changing customer tastes and preferences. HERO MotoCorp needs to consolidate its top place in the market. There is a need to understand the customer expectations improving the business relationship with them and increasing the overall customer satisfaction this study provides an opportunity to look into HERO MotoCorp practices of customer relationship management.

SCOPE OF THE STUDY: With increased competition customer turnover and raising customer expectations. Customer relationship management has become an important tool for companies to retain the customers. The present project studies the customer relationship management practices of the organization its implementation and the factors affecting the customer relationship management process in HERO MotoCorp.

RESEARCH DESIGN: Research design refers to the overall strategy utilized to answer questions. A research design typically outlines the theories and models underlying a project the research questions of a project a strategy for gathering data and information and a strategy for producing answers from the data. It provides a framework for collecting, measuring, and analysing data to address research questions or test hypotheses.

Data was selected in systematic manner by meeting the existing HERO customers personally. The data, which is adopted, includes primary and secondary

The data is collected through two types of sources:

1. Primary data.
2. Secondary data.

SAMPLE SIZE: Sampling size refers to the number of elements to be included in the study. Important qualitative factors which were considered in determining of the sample size included. Taking into account the nature and the extent of the study, along with the constrain of time, a sample of 100 customers was surveyed. The survey was conducted over a period of 30 days.

SAMPLE SIZE: Size will be 100.

SOURCE OF DATA COLLECTION: Both primary data and secondary data will be used.

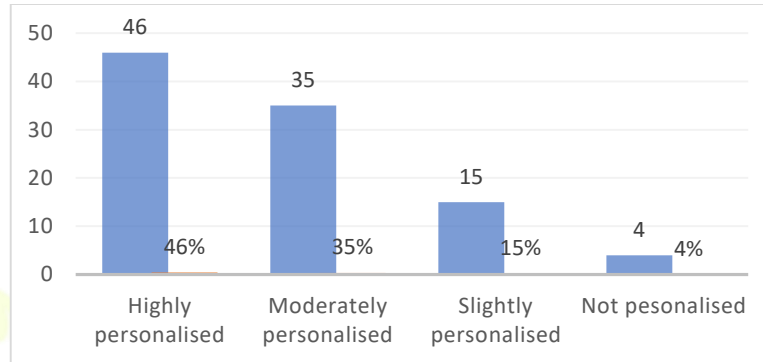
SAMPLE PROCEDURE: The researcher has followed the sampling technique, simple random method for the study. The simple random sampling method was used to collect the data for the study. Randon

sampling refers to the sampling techniques in which each and every item of the population is given an equal chance of being included in the sample.

DATA ANALYSIS AND INTERPRETATION:

1. Personalisation in Communication.

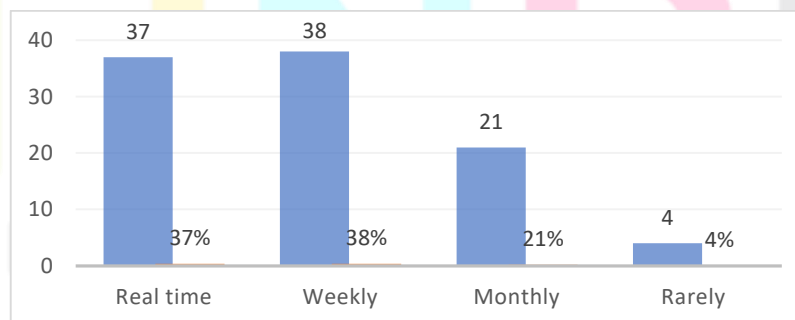
attributes	no. of. respondent	percentage
highly personalised	46	46%
moderately personalised	35	35%
slightly personalised	15	15%
not personalised	4	4%
total	100	100%



Interpretation: Most 81% of the respondents said the communication is personalized.

2. Frequency of updating customer data.

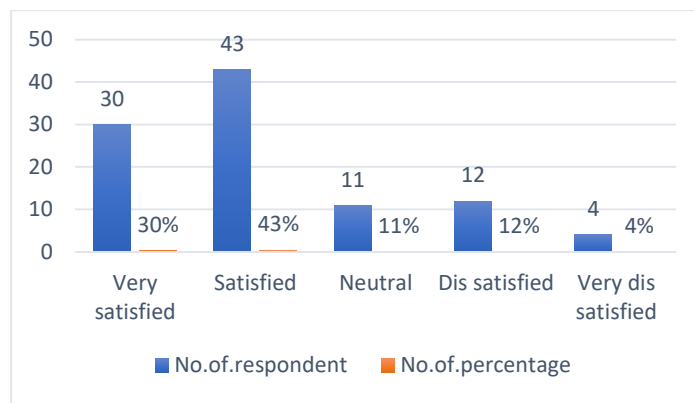
attributes	no. of. respondent	percentage
real time	37	37%
weekly	38	38%
monthly	21	21%
rarely	4	4%
total	100	100%



Interpretation: 38% of the respondents answered the customer data is updated real time.

3. Overall satisfaction with company service.

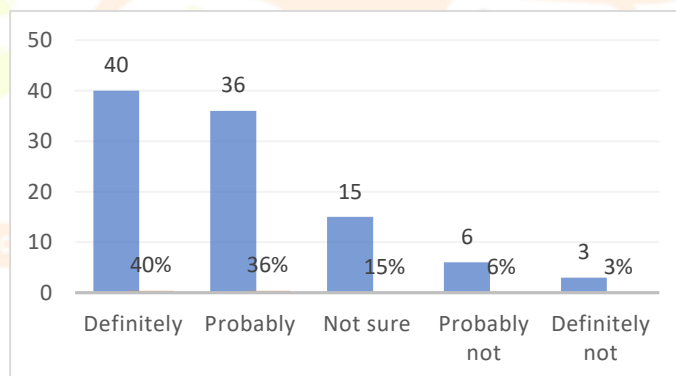
attributes	no. of. respondent	percentage
very satisfied	30	30%
satisfied	43	43%
neutral	11	11%
dis satisfied	12	12%
very dis satisfied	4	4%
total	100	100%



Interpretation: Majority 70% are satisfied with companies over all service.

4. Trust in companies handling of future complaints.

attributes	no. of. respondent	percentage
definitely	40	40%
probably	36	36%
not sure	15	15%
probably not	6	6%
definitely not	3	3%
total	100	100%



Interpretation: 40% of respondents definitely agree and 30% probably agree indicating strong overall support. In contrast only 12% are not sure 6% probably not and 3% diffidently not reflected minimal opposition.

FINDINGS:

1. Most 81% of the respondents said the communication is personalized.
2. 38% of the respondents answered the customer data is updated real time.
3. Majority 70% are satisfied with companies over all service.
4. 40% of respondents definitely agree and 30% probably agree indicating strong overall support.
5. Most of the 66% of respondent answered the likely of likely to with the company data.
6. Majority 66% view the factor positively while a smaller portion 20% it has in effectives.

SUGGESTIONS:

1. Suggestion could be to focus on improving delivery speed to maintain customer satisfaction in those timeframes.
2. The data suggests a general expectation that the event in question is more likely to happen than not.
3. The simple suggestion is overall the data suggest a general sense of security among respondents.
4. The simple suggestion is that the data suggests a strong level of certainty among respondents.

CONCLUSION: The data indicates strong customer satisfaction, frequent engagement, and high perceptions of personalization, security, and effectiveness, with most processes completing efficiently within a week, though opportunities exist to address neutral and dissatisfied segments, delays, and minor rudeness perceptions. The recommendations leveraging high satisfaction, security, and positive sentiment to improve customer experience and address neutral, dissatisfied, and delayed segments.

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