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A Research Methodology For CRM – A New Research Approach

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ABSTRACT
This research paper tries to integrate the online-survey tools with the online –calculators for the minor research works . Without the addressing the implemented processes continually , the presumed processes of could not be continued forever due to rapid globalization and the continuously changing needs of the organization .To address these issues a continual attention to towards the online-survey-methods are to be implemented abreast with the automation technologies .
This paper doesnot consider any of the literature of the various research papers but only concentrates on how the internet / online calculators could play an effective role in any kind of the minor research works with very less efforts , less cost and less time considerations .
Keywords : Online-Survey , CRM , SPSS , EXCEL, Online-Calculators , FOSS

I. INTRODUCTION

The main aim of this research work is to address the role of the customer relationship management issues with the latest free and the open source softwares that are available on the internet . This also considers the latest online calculators which could be extensively used for the minor research works .

In this research paper , no literature surveys had been picturised but only with the help of the latest survey softwares and online calculators , a methodology had been depicted to summarize the results and the findings in a unique way .

II. LITERATURE

The literary work that could be considered for this kind of the research is not the journals , text books or any other kind of the conventional material but only the application of the latest tools and techniques that the internet and the weblinks do provide as an aid for the research work .

III. THEORETICAL BACKGROUND

A questionnaire had been selected and was converted to be useful for the online-survey .There were 40 questions that were launched for the online survey and the responses were collected as depicted in the annexure .The following were the set of the questions that had been launched :

1. Excelling the customer needs is the objective at every contact.
2. Relationship with the customer's needs is highly valued.
3. The aim is to promote new customers and retain the older ones.
4. The customer satisfaction goals are clearly defined.
5. Customer needs can be identified by the customer satisfaction surveys.
6. Customer service performance measures are to be provided in hand.
7. Identification of good , better and best customer is important.
8. Types of customers change from time to time.
9. Customer experiences with the business are to be enhanced.
10. The organization is able to deliver an excellent service at any point of contact.
11. Customer information is stored and updated from time to time.
12. Customer complaints are to be welcomed and resolved quickly (in defining time span).
13. The employee performance appraisal and reward processes promote customer satisfaction.
14. Employees should be provided training for the customer satisfaction.
15. Senior staff members should also involve in supporting the customer experiences.
16. Senior management should also encourage two-way communication at all levels.
17. The company encourages teamwork and fellowship.
18. The values of the company and the goals of the company are to be clearly understood by the employees of all levels.

19. The working environment should encourage to meet the needs of internal customers as well as the external customers.
20. Employees should be provided training for the customer delight.
21. Group excels the customer needs as the objective at every contact.
22. Maintains good relationship with the customers.
23. Always welcomes the new customers and encourages the old customers.
24. The customer satisfaction goals are achieved.
25. Identifies the customers needs perfectly.
26. Customer service performance is upto the mark.
27. Customers are valued at every visit .
28. Customers are provided with all the true information at every visit.
29. Customer experiences with the business are always enhanced.
30. The group is able to deliver an excellent service at any point of contact.
31. Old and new customers are identified and treated equally.
32. Customer complaints are always welcomed and resolved quickly (in defining time span).
33. The employee performance at every contact provides a new shopping experience.
34. Employees should be provided more training on certain aspects of customer dealing and management.
35. Two-way communication between the customer and the seller is clearly taken care of.
36. The incentives provided to the customers on the purchases is upto the mark.
37. The environment is perfectly created for a good shopping experience.
38. The working environment meets the aim of the customers .

The confidence interval also called as the margin of the error and the confidence level also called as the level of the certainty was as calculated .

V. RESULTS
The report generated by the Online – Survey Software from the responses obtained from the respondents .

39. Employees should be provided training for the customer delight.
40. Group excels the customer needs as the objective at every contact.

IV. RESEARCH METHODOLOGY
The research methodology consisted of the following steps :
1. Calculation of the sample size.
2. Launching the survey through the online-survey-software i.e. www.esurveyspro.com.
3. Collecting the responses which are automatically generated by the survey software .
4. Collecting the summarized reports which are automatically generated by the survey software .
5. Analyzing the reports with the help of the SPSS software (SPSS-Statistical Package for the Social Sciences).
6. Noting down the results of this kind of the research .

The sample size calculator as presented by the Creative Research Systems had been used in order to determine the size of the sample as shown below so that the people required to be interviewed /surveyed that reflects the target population could be precisely determined .
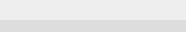
Determine Sample Size
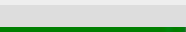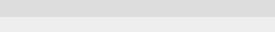
Confidence Level: ●95% ○99%
Confidence Interval: 5
Population: 20
[Calculate] [Clear]
Sample size needed: 19

Page 1. QUESTIONNAIRE ON CRM (ACADEMIC RESEARCH WORK)
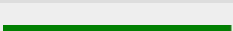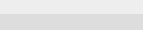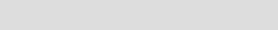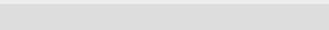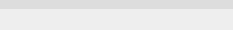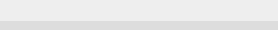
Page 2. Details about the Question(s) Designed.

1. Excelling the customer needs is the objective at every contact.

	% of Respondents
Strongly Disagree	7.69%
Disagree	0.00%
Average	7.69%
Agree	53.85%
Strongly Agree	30.77%

2. Relationship with the customer's needs is highly valued.

	% of Respondents
Strongly Disagree	7.69%
Disagree	0.00%
Average	7.69%
Agree	30.77%
Strongly Agree	53.85%

3. The aim is to promote new customers and retain the older ones.

	% of Respondents
Strongly Disagree	7.69%
Disagree	7.69%
Average	0.00%
Agree	46.15%
Strongly Agree	38.46%

4. The customer satisfaction goals are clearly defined.

	% of Respondents
Strongly Disagree	7.69%
Disagree	0.00%
Average	30.77%
Agree	38.46%
Strongly Agree	23.08%

5. Customer needs can be identified by the customer satisfaction surveys.	% of Respondents
Strongly Disagree	7.69%
Disagree	7.69%
Average	15.38%
Agree	38.46%
Strongly Agree	30.77%

6. Customer service performance measures are to be provided in hand.	% of Respondents
Strongly Disagree	7.69%
Disagree	7.69%
Average	15.38%
Agree	53.85%
Strongly Agree	15.38%

7. Identification of good , better and best customer is important.	% of Respondents
Strongly Disagree	7.69%
Disagree	15.38%
Average	0.00%
Agree	46.15%
Strongly Agree	30.77%

8. Types of customers change from time to time.	% of Respondents
Strongly Disagree	7.69%
Disagree	7.69%
Average	7.69%
Agree	61.54%
Strongly Agree	15.38%

9. Customer experiences with the business are to be enhanced.	% of Respondents
Strongly Disagree	7.69%
Disagree	7.69%
Average	7.69%
Agree	53.85%
Strongly Agree	23.08%

10. The organization is able to deliver an excellent service at any point of contact.

	% of Respondents
Strongly Disagree	7.69%
Disagree	7.69%
Average	0.00%
Agree	53.85%
Strongly Agree	30.77%

11. Customer information is stored and updated from time to time.

	% of Respondents
Strongly Disagree	7.69%
Disagree	0.00%
Average	7.69%
Agree	30.77%
Strongly Agree	53.85%

12. Customer complaints are to be welcomed and resolved quickly (in defined time span).

	% of Respondents
Strongly Disagree	7.69%
Disagree	0.00%
Average	7.69%
Agree	30.77%
Strongly Agree	53.85%

13. The employee performance appraisal and reward processes promote customer satisfaction.

	% of Respondents
Strongly Disagree	7.69%
Disagree	0.00%
Average	23.08%
Agree	53.85%
Strongly Agree	15.38%

14. Employees should be provided training for the customer satisfaction.

	% of Respondents
Strongly Disagree	7.69%
Disagree	0.00%
Average	0.00%
Agree	23.08%
Strongly Agree	69.23%

15. Senior staff members should also involve in supporting the customer experiences.

	% of Respondents
Strongly Disagree	7.69%
Disagree	0.00%
Average	7.69%
Agree	38.46%
Strongly Agree	46.15%

16. Senior management should also encourage two-way communication at all levels.

	% of Respondents
Strongly Disagree	7.69%
Disagree	0.00%
Average	0.00%
Agree	61.54%
Strongly Agree	30.77%

17. The company encourages teamwork and fellowship.

	% of Respondents
Strongly Disagree	7.69%
Disagree	0.00%
Average	7.69%
Agree	15.38%
Strongly Agree	69.23%

18. The values of the company and the goals of the company are to be clearly understood by the employees of all levels.

	% of Respondents
Strongly Disagree	7.69%
Disagree	0.00%
Average	0.00%
Agree	30.77%
Strongly Agree	61.54%

19. The working environment should encourage to meet the needs of internal customers as well as the external customers.

	% of Respondents
Strongly Disagree	7.69%
Disagree	0.00%
Average	7.69%
Agree	38.46%
Strongly Agree	46.15%

20. Employees should be provided training for the customer delight.	% of Respondents
Strongly Disagree	7.69%
Disagree	0.00%
Average	15.38%
Agree	38.46%
Strongly Agree	38.46%

21. Group excels the customer needs as the objective at every contact.	% of Respondents
Strongly Disagree	7.69%
Disagree	0.00%
Average	23.08%
Agree	46.15%
Strongly Agree	23.08%

22. Maintains good relationship with the customers.	% of Respondents
Strongly Disagree	7.69%
Disagree	0.00%
Average	0.00%
Agree	46.15%
Strongly Agree	46.15%

23. Always welcomes the new customers and encourages the old customers.	% of Respondents
Strongly Disagree	7.69%
Disagree	0.00%
Average	0.00%
Agree	53.85%
Strongly Agree	38.46%

24. The customer satisfaction goals are achieved.	% of Respondents
Strongly Disagree	7.69%
Disagree	0.00%
Average	23.08%
Agree	46.15%
Strongly Agree	23.08%

25. Identifies the customers needs perfectly.

	% of Respondents
Strongly Disagree	7.69%
Disagree	0.00%
Average	15.38%
Agree	61.54%
Strongly Agree	15.38%

26. Customer service performance is up to the mark.

	% of Respondents
Strongly Disagree	7.69%
Disagree	0.00%
Average	7.69%
Agree	76.92%
Strongly Agree	7.69%

27. Customers are valued at every visit .

	% of Respondents
Strongly Disagree	7.69%
Disagree	0.00%
Average	15.38%
Agree	38.46%
Strongly Agree	38.46%

28. Customers are provided with all the true information at every visit.

	% of Respondents
Strongly Disagree	7.69%
Disagree	7.69%
Average	7.69%
Agree	61.54%
Strongly Agree	15.38%

29. Customer experiences with the business are always enhanced.

	% of Respondents
Strongly Disagree	7.69%
Disagree	0.00%
Average	7.69%
Agree	61.54%
Strongly Agree	23.08%

30. The group is able to deliver an excellent service at any point of contact.	% of Respondents
Strongly Disagree	7.69%
Disagree	7.69%
Average	30.77%
Agree	23.08%
Strongly Agree	30.77%

31. Old and new customers are identified and treated equally.	% of Respondents
Strongly Disagree	7.69%
Disagree	7.69%
Average	30.77%
Agree	38.46%
Strongly Agree	15.38%

32. Customer complaints are always welcomed and resolved quickly (in defined time span).	% of Respondents
Strongly Disagree	7.69%
Disagree	7.69%
Average	7.69%
Agree	46.15%
Strongly Agree	30.77%

33. The employee performance at every contact provides a new shopping experience.	% of Respondents
Strongly Disagree	15.38%
Disagree	0.00%
Average	7.69%
Agree	53.85%
Strongly Agree	23.08%

34. Employees should be provided more training on certain aspects of customer dealing and management.	% of Respondents
Strongly Disagree	7.69%
Disagree	0.00%
Average	7.69%
Agree	46.15%
Strongly Agree	38.46%

35. Two-way communication between the customer and the seller is clearly taken care of.	% of Respondents
Strongly Disagree	7.69%
Disagree	0.00%
Average	15.38%
Agree	61.54%
Strongly Agree	15.38%

36. The incentives provided to the customers on the purchases is up to the mark.	% of Respondents
Strongly Disagree	7.69%
Disagree	0.00%
Average	23.08%
Agree	53.85%
Strongly Agree	15.38%

37. The environment is perfectly created for a good shopping experience.	% of Respondents
Strongly Disagree	7.69%
Disagree	0.00%
Average	7.69%
Agree	61.54%
Strongly Agree	23.08%

38. The working environment meets the aim of the customers .	% of Respondents
Strongly Disagree	7.69%
Disagree	0.00%
Average	23.08%
Agree	69.23%
Strongly Agree	0.00%

39. Employees should be provided training for the customer delight.	% of Respondents
Strongly Disagree	7.69%
Disagree	0.00%
Average	7.69%
Agree	46.15%
Strongly Agree	38.46%

40. Group excels the customer needs as the objective at every contact.	% of Respondents
Strongly Disagree	15.38%
Disagree	0.00%
Average	23.08%
Agree	46.15%
Strongly Agree	15.38%

VI. ANALYSIS

The reliability analysis of the items (N=40) gave the result as 0.999 as the cronbach alpha .The case processing summary and the Reliability statistics are as presented in the annexures .The item statistics consisted of the Mean , Standard Deviation and N . The summary item statistics consisted of Mean , Minimum, Maximum, Range , Maximum / Minimum , Variance & Number of items .

VII. CONCLUSION

This research tried to portray a new method of doing the research using the , On-Line Survey Softwares , On-Line Calculators , SPSS And Excel Softwares in order to do conduct the survey , do the necessary calculations , derive the results , do the analysis , obtain the reports with the reliability analysis .

This research is just to depict a methodology to conduct minor research in a unique way in-order to speed up the survey and get the results at the earliest .

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[5] www.ginger.com

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ANNEXURE (s) Reliability
RELIABILITY /VARIABLES=Q1 Q2 Q3 Q4 Q5 Q6 Q7 Q8 Q9 Q10 Q11 Q12 Q13 Q14 Q15 Q16 Q17 Q18 Q19 Q20 Q21 Q22 Q23 Q24 Q25 Q26 Q27 Q28 Q29 Q30 Q31 Q32 Q33 Q34 Q35 Q36 Q37 Q38 Q39 Q40 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.

[DataSet0] C:\Documents and Settings\CAM\Desktop\SPSS-1.sav

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	2	100.0
	Excluded	0	.0
	Total	2	100.0

Reliability Statistics	
Cronbach's Alpha	**N of Items**
.999	40

Item Statistics

	Mean	**Std. Deviation**	**N**
Q1	29.0000	35.35534	2
Q2	29.5000	34.64823	2
Q3	25.0000	29.69848	2
Q4	21.0000	24.04163	2
Q5	21.0000	24.04163	2
Q6	29.0000	35.35534	2
Q7	25.0000	29.69848	2
Q8	33.0000	41.01219	2
Q9	29.0000	35.35534	2
Q10	29.0000	35.35534	2
Q11	29.5000	34.64823	2
Q12	29.5000	34.64823	2
Q13	29.0000	35.35534	2
Q14	37.0000	45.25483	2
Q15	25.5000	28.99138	2
Q16	33.0000	41.01219	2
Q17	37.0000	45.25483	2
Q18	33.5000	40.30509	2
Q19	25.5000	28.99138	2
Q20	21.5000	23.33452	2
Q21	25.0000	29.69848	2
Q22	25.5000	28.99138	2
Q23	29.0000	35.35534	2
Q24	25.0000	29.69848	2
Q25	33.0000	41.01219	2
Q26	40.5000	51.61880	2
Q27	21.0000	24.04163	2
Q28	33.0000	41.01219	2
Q29	33.0000	41.01219	2
Q30	18.0000	18.38478	2
Q31	21.0000	24.04163	2
Q32	25.0000	29.69848	2
Q33	29.0000	35.35534	2
Q34	25.0000	29.69848	2
Q35	33.0000	41.01219	2
Q36	29.0000	35.35534	2
Q37	33.0000	41.01219	2
Q38	36.5000	45.96194	2
Q39	25.0000	29.69848	2
Q40	25.0000	29.69848	2

summary Item Statistics

	Mean	**Minimum**	**Maximum**	**Range**	**Maximum / Minimum**	**Variance**	**N of Items**
Item Means	28.400	18.000	40.500	22.500	2.250	26.490	40
Item Variances	1216.125	338.000	2664.500	2326.500	7.883	260222.202	40