

A Study on Customer-Centric Approach Towards Standard Glass India Private Limited, Dindigul

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Abstract - Customer-centric is a method of dealing business with the customer in a way that provides an optimistic customer experience before and after the sale in order to do regular repeat business, earning customer loyalty and profits. The Customer-centric company is always high than a company that offers good service. The primary objective is to study on customer-centric approach towards Standard Glass India Private Limited, Dindigul. The company has recently launched many automotive glass products on the market. They market their automotive glass products through dealers as well as to the manufacturing clients. The study will show the level of consumer satisfaction about that product and adopting customer-centric approach. In the present research, descriptive research method and simple random sampling technique have been followed. The field survey method was employed to collect the primary data from 200 respondents through a well-framed questionnaire. The study suggests that in order to bring an effective customer-centric approach, the company should improve the cordial relationship with the customer as well as to improve the quality of the product. Furthermore, the credit facilities to the customer should be extended and price deduction should be considered associated with low response rates. Implications for service effectiveness, competitors, customer opinions, and expectations are discussed.

Keywords — *Customer Centric, Customer Relationship Management, Customer Service, Standard Glass India.*

I. INTRODUCTION

A customer-centric company focuses on classifying a key customer segment, their needs, and wishes, and then constantly developing products and services to satisfy those needs. Such an organization would characteristically expand by increasing the wallet share within its customer segment and by entering into newer markets to target similar customers there. Measure or determination that a product or service meets a customer's expectations, considering requirements of both quality and service. A qualitative measure of performance as defined by customers, which meet their basic requirements and standards. Customer satisfaction is a business term which is used to capture the idea of measuring how satisfied an enterprise's customers are with the organization's efforts in a marketplace. The organization provides products (goods and/or services) of some kind to its customers through the mechanism of a marketplace. The products the organization provides are subject to competition whether by similar products or by substitution products. The reason an organization is interested in the satisfaction of its customers is that customers purchase the organization's products. The organization is interested in retaining its existing customers and increasing the number of its customers. The shift towards becoming a true customer-

centric organization is both complex and long but, do not be put off by this as even the smallest changes to policy and processes can have a significant benefit for both employee and your customer. The study is more helpful to the organization towards unlocking the true potential of customer value and enable the organization to minimize customer effort and maximize customer value in order to be a customer-centric organization.

A. Objectives of The Study

- To find out the product quality of Standard Glass India among customers
- To analyze the customer expectations in standard glass India private limited products
- To find out the current competitors against standard glass India private limited
- To analyze the level of customer service in standard glass India private limited
- To offer a feasible solution based on the findings

B. Need of The Study

- Standard Glass India Private Limited has recently launched many automotive glass products on the market.
- They market their automotive glass products through dealers as well as to the manufacturing clients.

- The study will show the level of consumer satisfaction about that product and adopting customer-centric approach. Hence the study is undertaken.

C. Scope of The Study

From this study, the preference and problems of the customer can be analyzed. The study helps to know the factors that influence the customers to buy the product. This study helps to know the necessary change in product features and customer feeling about the Standard Glass India products. This study will be useful for the company to make necessary changes in price, Design and etc.

- To know the market development strategy of Standard Glass India Private limited products
- To identify the factors influencing the consumer satisfaction.
- To give a suggestion for consumer satisfaction.

II. RESEARCH METHODOLOGY

The present research focuses on customer-centric approach towards Standard Glass India Private Limited. The philosophy that is used in this research is realism. The researcher collects and analyses data using acceptable knowledge for the purpose of answering the research question, so the research is more inclined towards realism.

A. Research Design

The type of research chosen for the study is descriptive research. In descriptive research, various parameters will be chosen and analyze the variations between these parameters. This was done with an objective to find out the customer-centric approach towards Standard Glass India Private Limited, Dindigul.

B. Data Sources

The data collected for the study is mainly through the distribution of questionnaire; to be precise the data collected for the study was both primary and secondary sources.

C. Primary Data

Primary data is the information collected for the first time; there are several methods in which the data complies. In this project, it was obtained by questionnaires. The questionnaire was prepared and distributed to the customers.

D. Secondary Data

Secondary data needed for conducting research work were collected from company websites, library and search engines.

E. Research Instrument

In this study, the primary data was collected by survey technique. In this, we distributed the questionnaires to the respondents. The researcher structured the questionnaire in the form of:

1. Close-Ended Questions
2. Multiple Choice Questions

F. Questionnaire

A questionnaire is a sheet of paper containing questions relating to containing specific aspect, regarding which the researcher collects the data. Because of their flexibility, the questionnaire method is by far the most common instrument to collect primary data. The questionnaire is given to the respondent to be filled up.

G. Sampling Design

Sampling design is to clearly define set of objective, technically called the universe to be studied. Sampling technique used is simple random sampling method.

H. Sample Size

This refers to the number of items to be selected from the universe to constitute a sample. The sample size for this study was taken as 200.

III. DATA ANALYSIS & INTERPRETATION

A. Weighted Average for The Level of Opinion on Various Factors

FACTORS	EXCELLENT 5	GOOD 4	FAIR 3	POOR 2	VERY POOR 1	Wt.Avg Score
Price	147	53	0	0	0	4.735
Availability	46	125	29	0	0	4.085
Durability	113	35	42	10	0	4.255
Awareness efforts by the company	25	55	97	23	0	3.41
Value	36	68	45	42	9	3.4

Interpretation:

It is observed from the above table that the weighted average score for the level of opinion on various factors using rating score varies from 1 to 5 where ‘Price factor stood at first followed by ‘Durability’ stood at second, ‘Availability’ stood at third, ‘Awareness efforts by the company’ stood at fourth and ‘Value’ factor stood at fifth.

B. Weighted Average for The Standard Glass India Services

FACTORS	EXCELLENT 5	GOOD 4	FAIR 3	POOR 2	VERY POOR 1	Wt.Avg Score
Before sales	120	75	5	0	0	4.575
During sales	4	124	67	5	0	3.635
After sales	89	56	43	12	0	4.11
Despatch	14	33	104	40	9	3.015

Interpretation:

It is observed from the above table that the weighted average score for the standard glass India services using rating score varies from 1 to 4 where ‘Before Sales’ stood at first whereas ‘After Sales’ stood at ‘Second’ , ‘During Sales’ stood at third and finally ‘Despatch’ stood at fourth.

C. Weighted Average for The Level of Opinion about Standard Glass India Compared to its Competitors

ASPECTS	EXCELLENT	GOOD	FAIR	POOR	VERY POOR	Wt.Avg Score
Value for money	131	69	0	0	0	4.655
Performance	35	97	68	0	0	3.835
Customer service	79	48	53	20	0	3.93
Promotional activities	31	45	98	26	0	3.405
Product Customisation	9	108	54	29	0	3.485

Interpretation:

It is observed from the above table that the weighted average score for the level of opinion about Standard Glass India compared to its competitors using rating score varies from 1 to 5 where ‘Value for money’ stood at first followed by ‘Customer service’ stood at second, ‘Performance’ stood at third, ‘product customization’ stood at fourth and ‘Promotional activities’ stood at fifth.

D. Weighted Average for the Level of Preference Towards Customer Expectations

EXPECTATIONS	Highly preferred	Some what preferred	Neutral	Not preferred	Highly Not preferred	Wt. Avg score
On time delivery	145	55	0	0	0	4.725
Increased credit period	18	145	37	0	0	3.905
Offers and discounts	99	49	42	10	0	4.185
Good customer service	25	46	96	33	0	3.315
Accessibility to organisation resources	20	118	36	26	0	3.66

Interpretation:

It is observed from the above table that the weighted average score level of preference towards customer expectations using rating score varies from 1 to 5 where ‘On time delivery’ stood at first, followed by ‘Offers and discounts’ stood at second, ‘Increased credit period’ stood at third, ‘Accessibility to organisation resources’ stood at fourth and ‘On time delivery’ stood at fifth.

E. Weighted Average for the Service Effectiveness of Standard Glass India

Factors	GOOD	FAIR	POOR	Wt.Avg Score
Approach of staff	178	22	0	2.89
Timely response	55	145	0	2.275
In understanding customer requirements	119	60	21	2.49

Interpretation:

It is observed from the above table that the weighted average score for the service effectiveness of Standard Glass India using rating score varies from 1 to 3 where ‘Approach to Staff’ stood at first, followed by ‘In understanding customer requirements’ stood at second and finally ‘Timely Response’ stood at third.

F. One –Way Anova Analysis

Period of Using Product and Level of Opinion Factors

Null Hypothesis: H0: There is no significant association between period of using product and level of opinion factors ($\mu_0 = \mu_1 = \mu_n$)

Alternative Hypothesis Ha: There is a significant association between period of using product and level of opinion factors ($\mu_0 \neq \mu_1 \neq \mu_n$)

Period of using Product	Excellent	Good	Fair	Poor	Very Poor
Upto 1 year	1	3	1	0	0
13 months to 2 years	23.6	21.4	13.8	7.4	0.8
25 months to 3 years	33	33.4	21	6.6	1
More than 3 years	15.8	9.4	6.8	1	0
Total	73.4	67.2	42.6	15	1.8
Individual Column Mean → Average (X)	18.35	16.8	10.65	3.75	0.45
Grand Mean → Total/N = 200 / 20 = 10		Alpha Value $\alpha = 0.5$			
Df _{between the groups}	= k-1 = 5-1 = 4				
Df _{within the groups}	= N-k = 20-5 = 15				
F-Critical Value	= 3.06				
Sum of Squares Within =	= 3961.88				
Sum of Squares Between =	= 2847.12				
Mean Square Between =	= 711.78				
Mean Square Within =	= 264.125				
F = Mean Square Between/ Mean Square Within	= 2.69				
RESULT : Here the F value 2.69 is less than the f-critical value 3.06, then the null hypothesis is accepted. There is no significant association exists between period of using product and level of opinion on various factors					

G. CHI-SQUARE ANALYSIS

Hypothesis	Table Value	Calculated Value	Degrees of Freedom	Result
There is no significant association between period of using the product and product convenient	16.919	19.793	9	Significant
There is no significant association between period of using the product and product quality	16.919	19.235	9	Significant
There is no significant association between period of using the product and employee professionalism	16.919	17.856	9	Significant

IV. RESULTS

4.1 Findings

4.1.1 Simple Percentage Analysis

- Majority 47.5% of the respondents are between 25 months to 3 years.
- Majority 52.5 % of the respondents stated ‘Moderately convenient’ with the product.
- Majority 51% of the respondents stated ‘Good’ with the quality of the product.
- Majority 54.5% of the respondents stated ‘Good’ for the professionalism shown by the employees.
- Majority 47% of the respondents stated that standard glass India is ‘Moderately responsive’ in handling customer queries.
- Majority 60.5% of the respondents stated that the customer service representatives are ‘Moderately well’ answering to questions.
- Majority 36% of the respondents stated ‘Less likely’ to buy Standard Glass India glasses again based on experience.
- Majority 48% of the respondents stated ‘Might or might not’ to recommend products to others.

- Majority 36.5% of the respondents stated ‘Agree’ that they understand the service needs of the organization.
- Majority 70.5% of the respondents stated ‘Yes’ that they recommend Standard Glass India products to colleagues or contacts within the industry.

4.1.2 Weighted Average Analysis

Weighted Average for The Level of Opinion on Various Factors

The weighted average score for the level of opinion on various factors using rating score varies from 1 to 5 where ‘Price factor stood at first followed by ‘Durability’ stood at second, ‘Availability’ stood at third, ‘Awareness efforts by the company’ stood st fourth and ‘Value’ factor stood at fifth.

Weighted Average For The Standard Glass India Services

The weighted average score for the standard glass India services using rating score varies from 1 to 4 where ‘Before Sales’ stood at first whereas ‘After Sales’ stood at ‘Second’ ,

'During Sales' stood at third and finally 'Despatch' stood at fourth.

Weighted Average for The Level of Opinion About Standard Glass India Compared to its Competitors

The weighted average score for the level of opinion about Standard Glass India compared to its competitors using rating score varies from 1 to 5 where 'Value for money' stood at first followed by 'Customer service' stood at second, 'Performance' stood at third, 'promotional activities' stood at fourth and 'Product Customization' stood at fifth.

Weighted Average for The Level of Preference Towards Customer Expectations

The weighted average score level of preference towards customer expectations using rating score varies from 1 to 5 where 'Good customer service' stood at first, followed by 'Offers and discounts' stood at second, 'Increased credit period' stood at third, 'On time delivery' stood at fourth and finally 'Accessibility to organization resources' stood at fifth.

Weighted Average for the Service Effectiveness of Standard Glass India

The weighted average score for the service effectiveness of Standard Glass India using rating score varies from 1 to 3 where 'Timely response' stood at first, followed by 'In understanding customer requirements' stood at second and finally 'Approach of staff' stood at third.

4.1.3 One –Way Anova Analysis

Period Of Using Product And Level Of Opinion Factors

The F value 2.69 is less than the f-critical value 3.06, then the null hypothesis is accepted. There is no significant association exists between period of using product and level of opinion on various factors

4.2 SUGGESTIONS

- The company advised improving cordial relationship with the customer.
- The company advised improving the quality of the product with the company.
- The credit facilities to the customer should be extended.
- The company should reduce the price for their product in order to reach the market efficiently.
- Make the product available to the targeted market areas.
- From Sales Executive side, the entire feedback is good. So there are many chances to reach the targeted areas efficiently.

V. CONCLUSION

Customer centricity is not just about offering great customer service, it means offering a great experience from the awareness stage, through the purchasing process and finally through the post-purchase process. It's a strategy that's based

on putting your customer first, and at the core of your business. Customer centricity empowers the marketing team to target the right customer with the right channel and right message – at the right time. It also helps teams align around a strategy that will drive long-term value to the business: acquiring high-value customers, and keeping them coming back. In today's highly competitive environment, an organization has to develop a business strategy that provides a strategic fit between its resources and the changing business environment. This case study illustrates how Standard Glass India Private Limited has maintained a customer-centric approach with various measurements taken from the customer side. These strategies have enabled the company to build its business by continuing to broaden its customer base and enhance the service to a great extent. The study concluded that for a customer-centric business, the most valuable asset is the customer. A proper customer-centric approach can add value to a company by enabling it to differentiate itself from competitors and keep increasing customer ratio to a healthy level.

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