

# Adopting Customer Centric Approach towards Customer Relationship Management in Reference to North-Eastern Railways

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## ABSTRACT

As the Indian economy focuses on future growth models, its railway system has been an integral part of this, undergoing a phased transformation since January 2018. The railways are set to progress towards a modern, efficient, and digitized network with a focus on improving insights, efficiencies, and capabilities. By 2030, the Indian government plans to spend US\$70 billion to upgrade its railway network into an electric and digitized platform. It is also opening the state-owned conglomerate to private companies for operating passenger trains, manufacturing coaches and locomotives, and redeveloping railway stations. While funds have been allocated to revamp various railways projects, the Indian Railways continues to face three big challenges underinvestment for the creation of infrastructure, people management, and the need for technology upgrade.

**KEYWORDS:** transformation, capabilities, conglomerate, redeveloping & underinvestment etc

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## INTRODUCTION

Customer centric approach is a method of doing business in such a centralized way that gives both positive customer experience from at the point of sale and after the sale in order to, maximize profit and gain competitive advantage.

Customer Relationship Management (CRM) is fundamentally essential for the future of the company. Advancements in information technology allow companies to organize around the customer and build better relationships with customers. CRM technology solutions enable the company to track customer behavior, better understand customer behavior, predict their future behavior, identify the profitability of customers, quickly respond customer requests, deliver customized customer offerings and experience, and establish and sustain long-term customer relationships.

Although the term customer relationship management is often equated with the old saying, the customer is always right.

It requires a careful focus on providing the best value to your customers.

CRM is a continuous process that involves four inter-linked stages:

1. Acquire and Retain.
2. Understand and Differentiate.
3. Develop and Customize.
4. Interact and Deliver.

## Literature Review

**(Govind Nath Srivastava, Manoj Kumar Dash)** International Journal of Business Excellence 17 (2), 154-170, 2019 Public transport organizations are adopting customer centric approach to provide cost effective, comfortable, convenient services to commuters due to de-regulation, availability of alternative mode of transportation and increasing expectation of the customers.

According to researcher **(Ashok Ranchhod, Ray Hackney and Calin Burai)** published in 2003 they have said volatility of business markets require an increased focus on customer relationship and customer loyalty. The loyalty - based model effectively explains success and failure in the digital business world. In this situation, CRM processes become a major element of corporate strategy for many digital organizations. The adoption of CRM is being fuelled by the recognition that long-term relationships with customers are one of the most important assets of an organization and that information-enabled systems must be developed to retain customer ownership. The applicability of the traditional approach to marketing in the online business.

As per researcher **(Jagdish N. Sheth, Nirmal K. Sethia and Shanthi Srinivas)** published in ACADEMY OF MARKETING SCIENCE 2010; sustainability outcomes are recognized as being contingent on and conducive to positive outcomes for the customer . At the center of the customer centric

approach is the concept of mindful consumption, which serves as a critical mediating factor in the translation of marketing actions into CCS outcomes.

**(Zerrillo, Philip Charles)** The Indian railways: On track for transformation. (2020). Asian Management. For the first time in the history of state-owned Indian Railways, the colossal task of modernization involves infusion of private capital. The bidding process for the operation of private passenger trains has been initiated. This is expected to bring in investment of about US\$3 billion for running 150 train sets. The social benefit of the Indian Railways is evident in the government’s reluctance to raise passenger fares in the past 15 years.

**Pereira,Vijay Edward:** Managing people in the World's largest commercial employer University of Wollongong in Dubai on Indian railways 2014, 136-156. Liberalization of markets and global linkages has created a changed outlook towards human resource policies and practices in Indian. India is a large country comprising numerous cultural norms and beliefs. Indian Railways have a state monopoly on India's rail transport. Perhaps Indian Railways is the only railway in the world which has the privilege of presenting its own budget separately to parliament, a week before the national budget.

**Research Methodology**

This research is descriptive and this research is based on primary data and secondary data. Primary data will collect through questionnaires from online store users and secondary data will collect through research papers, journals and newspapers etc.

Population -All are customers either they associated through e-marketing and eastern UP, India.

Sampling Unit – Every individual is a customer and may be from any organization.

Sampling Frame – It represents the elements of the target population Gorakhpur is the sampling frame.

Sample size- The sample size more than 100 customers.

Sampling Technique - Non Probability technique i.e. convenience Sampling.

**Research Objectives**

To study the factor that customer -centric approach where placing heavy emphasis on satisfying the customer needs.

To study the factor customer-centric approach that states serving the travelers needs creates loyal customers.

**Data Analysis**

Primary data is collected in the form of questionnaires, and it is based on 123 responses.

Q 1- North-Eastern Railways (NER) gives Importance to a customer’s need ?	
	Frequency
Agree	79
Disagree	7
Partially Agree	37
Total	123

Most of them satisfied with the services of railways by 64.2 agree.

Q 2- How many times you use the North Eastern Railways services?	
	Frequency
Less than 5	40
5 -10	39
More then 10	44
Total	123

Here with the majority 35.8% people who have travelled more than 10 times through, North-eastern railways.

Q3-Will you like to use North Eastern Railways services in future?	
	Frequency
Maybe	16
No	18
Yes	89
Total	123

\*Here 72.4 % people says yes they will continue to use the north eastern railways services.

It shows the hopefulness with NER.

Q4- Was your Inquiry resolved in a timely manner in North Eastern Railways?	
	Frequency
No	39
Yes	4
Total	123

68.3 % customer says their inquiry resolves on timely but 31.7 % says their inquiry not respond on timely. It shows the huge failure of NE railways.

Q 5- Did the service provided by North Eastern Railways met your expectations?	
	Frequency
Maybe	23
No	36
Yes	64
Total	123

52 % say yes, NER is works upon their expectation,29% NER is as per their expectation and 18.7 are in doubt or may be.

Q6- Overall How customer centric would you say NER is?	
	Frequency
Extremely customer centric	31
Not at all customer Centric	8
Not So customer centric	30
Somewhat customer centric	12
Very customer centric	42
Total	123

Here most the customer say NER is very customer centric.

Q7- Do you think NER is able to give excellent customer Service at any point of Contact?	
	Frequency
No	20
Sometimes	21
Yes	82
Total	123

66.7 % say NER gives excellent services, 16.3% % say its gives bad services and other 17.1% say it for sometimes.

Q8- When Customer use NER service than his/her Information are stored in the NER database for- the future Use.	
	Frequency
Agree	67
Disagree	13
Partially agree	43
Total	123

54.5% believes that their database has been stored for future use in NER, 35 % partially agree with this and 10 % does not agree.

Q9- Would you Identify yourself as a loyal Customer of NER?	
	Frequency
No	26
Yes	97
Total	123

78.9 % customer says they are loyal customer of NE railways while 21.1 % says they are not loyal against NE railways.

Q 10-On a Scale of 1-10 How satisfied are you with NER Service.		
	Frequency	
1	7	0 to 10 %
2	2	10 to 20 %
3	7	20 to 30 %
4	10	30 to 40 %
5	11	40 to 50 %
6	24	50 to 60 %
7	18	60 to 70 %
8	24	70 to 80 %
9	13	80 to 90 %
10	7	80 to 90 %
Total	123	

There so many customer who is not satisfied with NER services, railways CRM system will have to work upon it.

**Findings**

NER is working upon the customer centricity for enhancing CRM system which helps in customer needs.

Due to lack of development in railways on time people increasingly looking for different modes of transportation.

The railways is working in progress towards a modern, efficient and customer centric with its railways network into

an electric and digitised platform to attract its loyal customer.

**Conclusion**

CRM system is in a long way to motivate and encourage its customer and improving facilities and human welfare improvements like. Creating food junction and regular cleanliness.

CRM as a business strategy has to be supported by business processes and enabling technologies in order to achieve the organization’s customer centric goals. Successful implementation of CRM requires development of customer centric vision and strategy. CRM is all about vision, strategy, and implementation.

The flexibility and interactive nature of the Internet allows the possibility of collecting a vast amount of data about online customers and their interaction with the company.

CRM technologies enable the company to develop, enhance and maintain long term relationships with its customers in North Eastern Railways.

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