



A STUDY OF CUSTOMER RELATIONSHIP MANAGEMENT AT RASI FEEDS PRIVATE LIMITED

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INTRODUCTION TO CUSTOMER RELATIONSHIP MANAGEMENT

Customer Relationship Management (CRM) refers to the strategies, technologies, and practices used by organizations to manage and analyze interactions with customers throughout the customer lifecycle. The main objective of CRM is to improve customer service relationships, assist in customer retention, and drive sales growth.

CRM focuses on understanding customer needs, maintaining long-term relationships, and providing value-added services. In the modern competitive business environment, companies must focus on customer satisfaction to survive and grow.

Organizations use CRM systems to collect and analyze customer data such as purchasing behavior, preferences, feedback, and complaints. By understanding customer expectations, companies can develop strategies that enhance loyalty and trust.

CRM is widely used in industries such as retail, banking, manufacturing, and agriculturerelated businesses like poultry and feed manufacturing companies. For companies like Rasi Feeds Private Limited, CRM plays an important role in maintaining strong relationships with farmers, distributors, and dealers.

CONCEPT OF CUSTOMER RELATIONSHIP MANAGEMENT

Customer Relationship Management is not only about technology but also about building strong relationships with customers. It includes marketing strategies, communication methods, and customer service practices that help businesses understand and satisfy their customers.

CRM integrates people, processes, and technology to manage interactions with current and potential customers. It enables organizations to improve communication and provide personalized services to customers.

The concept of CRM emphasizes customer satisfaction, trust, and loyalty. Companies that focus on CRM can

maintain long-term relationships with their customers, which ultimately leads to higher profits and business growth.

CRM also helps companies analyze customer feedback and improve products and services according to market needs.

IMPORTANCE OF CRM IN MODERN BUSINESS

Customer Relationship Management has become an essential part of modern business operations. With increasing competition, companies must focus on customer satisfaction and retention.

CRM helps organizations understand customer needs and deliver better services. It allows businesses to maintain continuous communication with customers through various channels such as phone calls, emails, and digital platforms.

Effective CRM systems help organizations identify potential customers, improve customer loyalty, and increase sales. It also helps companies manage customer complaints efficiently and maintain positive relationships with clients.

For manufacturing companies like Rasi Feeds Private Limited, CRM ensures strong relationships with dealers, distributors, and farmers who depend on the company's products.

OVERVIEW OF RASI FEEDS PRIVATE LIMITED

Rasi Foods is a well-known company in the poultry and feed industry based in Namakkal, Tamil Nadu, which is often considered the poultry hub of India. The company is involved in manufacturing poultry feed, cattle feed, and related agricultural products.

The company has more than two decades of experience in the poultry industry and has established a strong reputation in the market. It produces a variety of feeds for poultry, cattle, and goats, ensuring nutritional value and quality.

Rasi Feeds focuses on maintaining product quality, customer satisfaction, and efficient distribution systems. Its products are

supplied across several regions in India and also support the poultry industry through reliable feed production.

The company also exports eggs and poultry products to international markets, which demonstrates its strong market presence and operational capabilities.

OBJECTIVES OF CUSTOMER RELATIONSHIP MANAGEMENT

The main objectives of CRM in an organization include improving customer satisfaction, maintaining long-term relationships, and increasing business profitability.

CRM helps companies understand customer needs and provide personalized services. It also helps organizations analyze customer data to improve decision-making processes.

Some of the important objectives of CRM include:

- Improving customer satisfaction
- Increasing customer retention
- Enhancing communication with customers
- Identifying potential customers
- Increasing sales and profitability

For companies like Rasi Feeds Private Limited, CRM ensures strong relationships with farmers and dealers who rely on the company's products.

CUSTOMER RELATIONSHIP STRATEGIES

Organizations adopt different strategies to maintain strong relationships with customers. These strategies help companies understand customer needs and provide better services.

Some common CRM strategies include:

- Customer feedback collection
- Customer loyalty programs
- Personalized communication
- Efficient complaint handling
- Regular follow-up with customers

These strategies help businesses maintain trust and long-term relationships with customers.

CRM IN THE POULTRY FEED INDUSTRY

Customer Relationship Management plays a significant role in the poultry feed industry. Poultry farmers rely on feed manufacturers for high-quality nutrition products that ensure healthy poultry growth.

Companies must maintain strong relationships with farmers, distributors, and retailers. Effective CRM helps companies understand the requirements of farmers and provide technical support when necessary.

Maintaining strong customer relationships helps poultry feed companies increase customer loyalty and expand their market presence.

CUSTOMER SATISFACTION

Customer satisfaction plays a vital role in the success and growth of any organization. In the poultry feed industry, customer satisfaction is particularly important because farmers and poultry producers depend heavily on the quality and reliability of feed products. In **Rasi Feeds Private Limited**, customer satisfaction is considered a key factor for maintaining long-term relationships with poultry farmers, dealers, and distributors. The company focuses on providing high-quality feed products, timely delivery, and reliable customer support to meet the expectations of its customers.

Rasi Feeds Private Limited understands that satisfied customers are more likely to remain loyal to the company and recommend its products to others. The company therefore emphasizes maintaining consistent product quality, which is essential for the healthy growth and productivity of poultry birds. By ensuring proper nutritional composition in feed products, the company helps poultry farmers achieve better production results. This contributes to increased trust and satisfaction among customers who depend on the company's products for their livelihood.

ROLE OF TECHNOLOGY IN CRM

Technology plays a crucial role in improving Customer Relationship Management (CRM) in modern organizations. With the advancement of digital tools and communication systems, companies are able to manage customer relationships more efficiently and effectively. In the case of **Rasi Feeds Private Limited**, technology supports the company in maintaining strong relationships with poultry farmers, dealers, and distributors by improving communication, data management, and service delivery.

One of the major contributions of technology to CRM is the efficient management of customer information. Modern

businesses use computerized systems and CRM software to store customer data such as contact details, purchase history, order frequency, and feedback. In Rasi Feeds Private Limited, maintaining accurate records of customers helps the company understand their purchasing patterns and requirements. This information enables the company to provide better services and respond quickly to customer needs.

Another important technological support in CRM is the use of digital platforms for order management and supply chain coordination. Technology helps track orders from distributors and ensure that products are delivered on time. By using technology to manage logistics and supply chain operations, Rasi Feeds Private Limited ensures smooth delivery of feed products to its customers, which contributes to higher satisfaction levels.

CUSTOMER COMMUNICATION

Customer communication is an important aspect of Customer Relationship Management (CRM) in any organization. It refers to the process of exchanging information between a company and its customers to ensure better understanding, trust, and satisfaction. In the poultry feed industry, effective communication is very important because farmers depend on companies for regular feed supply, technical guidance, and service support. **Rasi Feeds Private Limited** places strong emphasis on maintaining effective communication with its customers, including poultry farmers, distributors, and dealers.

Rasi Feeds Private Limited believes that proper communication helps build strong relationships with customers and improves their overall satisfaction. Through continuous communication, the company can understand customer needs, address their concerns, and provide suitable solutions. Maintaining open communication channels helps the company ensure that customers receive accurate information regarding feed products, prices, availability, and delivery schedules.

THE KEY POINTS OF CUSTOMER COMMUNICATION:

- Maintaining regular communication with farmers, dealers, and distributors
- Direct interaction through field visits and meetings
- Use of phone calls, emails, and digital messaging platforms
- Role of dealers and distributors in communicating with customers

- Collecting customer feedback to improve products and services
- Effective handling of customer complaints and issues
- Building trust and long-term relationships with customers
- Improving customer satisfaction and business growth through effective communication

CUSTOMER FEEDBACK SYSTEM

The customer feedback system is an important part of Customer Relationship Management (CRM) in any organization. It helps companies understand customer opinions, expectations, and satisfaction levels regarding their products and services. In the poultry feed industry, feedback from farmers and distributors is very valuable because it helps companies improve feed quality, service efficiency, and overall customer experience. **Rasi Feeds Private Limited** recognizes the importance of customer feedback and uses it as a tool to enhance its products and maintain strong relationships with customers.

Rasi Feeds Private Limited collects feedback from different groups of customers, including poultry farmers, dealers, and distributors. These customers use the company's feed products regularly and have direct experience with the quality and performance of the feed. By listening to their opinions and suggestions, the company can identify strengths and weaknesses in its products and services.

The feedback system also helps in identifying new opportunities for product development. Farmers may express the need for specific types of feed or improved formulations that suit different stages of poultry growth. By analyzing customer feedback, Rasi Feeds Private Limited can develop new products that better meet the needs of the poultry farming community.

COMPLAINT HANDLING MECHANISM

A complaint handling mechanism is an essential component of Customer Relationship Management (CRM) in any organization. It refers to the process through which a company receives, records, analyzes, and resolves complaints raised by customers regarding products or services. An effective complaint handling system helps maintain customer satisfaction, improve service quality, and strengthen long-term relationships with customers. In the poultry feed industry, where product quality and timely delivery are very important, handling customer complaints effectively is crucial. **Rasi Feeds Private Limited** follows a systematic approach to manage customer complaints and ensure customer satisfaction.

In Rasi Feeds Private Limited, complaints may arise due to various reasons such as product quality issues, delayed delivery, pricing concerns, packaging problems, or communication gaps. Poultry farmers and distributors depend on the company for reliable feed supply, and any disruption can affect poultry production. Therefore, the company takes customer complaints seriously and works to resolve them as quickly as possible.

KEY POINTS OF COMPLAINT HANDLING MECHANISM:

- Receiving complaints from farmers, dealers, and distributors
- Complaints reported through phone calls, field visits, and dealers
- Recording and documenting customer complaints
- Investigating the root cause of the problem
- Evaluating issues related to product quality, delivery, or service
- Improving product quality and service efficiency

CRM AND BUSINESS GROWTH

Customer Relationship Management (CRM) plays an important role in the growth and success of modern businesses. It focuses on building strong relationships with customers, understanding their needs, and providing better services to improve satisfaction and loyalty. In industries such as poultry feed manufacturing, maintaining good relationships with customers is essential because farmers and distributors depend on reliable products and services. **Rasi Feeds Private Limited** uses CRM practices to strengthen customer relationships and support long-term business growth.

CRM also helps in maintaining long-term relationships with customers. In the poultry industry, farmers rely on feed companies for consistent supply and technical support. By maintaining regular communication with farmers, dealers, and distributors, Rasi Feeds Private Limited ensures that customer needs are understood and addressed effectively. This strong relationship encourages customers to remain loyal to the company and continue their business association for a longer period.

Another important contribution of CRM to business growth is improving customer retention.

Retaining existing customers is more cost-effective than acquiring new customers. Through CRM strategies such as customer support, feedback collection, and complaint resolution, the company ensures that customers remain satisfied with its services. When customers feel valued and supported by the company, they are more likely to continue purchasing its products regularly.

KEY POINTS OF CRM AND BUSINESS GROWTH:

- CRM improves customer satisfaction through quality products and services
- Helps maintain long-term relationships with farmers and distributors
- Supports business expansion through positive customer recommendations
- Helps understand customer needs and market trends
- Improves communication between company and customers
- Supports better decision-making through customer data analysis
- Contributes to sustainable business growth and profitability

BENEFITS OF CRM

Customer Relationship Management (CRM) is an important strategy that helps organizations manage interactions with customers and improve long-term relationships. In industries such as poultry feed manufacturing, maintaining strong relationships with customers is essential for business success. **Rasi Feeds Private Limited** uses CRM practices to improve customer satisfaction, strengthen communication, and support business development. CRM provides several benefits to the company by helping it understand customer needs and deliver better products and services.

CRM provides several benefits to organizations, including:

- Improved customer satisfaction
- Better communication with customers
- Increased customer loyalty
- Improved marketing strategies
- Higher sales and profitability



These benefits help companies maintain a competitive advantage in the market. CRM provides these benefits to Rasi Feeds Private Limited by improving customer satisfaction, communication, loyalty, and service efficiency. Through effective CRM practices, the company can better understand customer needs and provide high-quality products and services. These benefits help the company maintain strong relationships with farmers, dealers, and distributors, which ultimately contributes to long-term business success and sustainable growth.

FUTURE SCOPE OF CRM

Customer Relationship Management (CRM) plays a crucial role in strengthening the relationship between companies and their customers. In the poultry feed industry, maintaining good relationships with farmers, dealers, and distributors is very important for long-term business success. **Rasi Feeds Private Limited** has already implemented several CRM practices to maintain customer satisfaction and loyalty. However, with the advancement of technology and increasing competition in the market, there is significant future scope for improving CRM systems and strategies in the company.

One of the major areas for future development in CRM is the use of advanced digital technologies. Modern CRM software systems allow companies to store and analyze large amounts of customer data. In the future, Rasi Feeds Private Limited can adopt more advanced CRM tools to maintain detailed records of customer information, purchasing patterns, and feedback. This data can help the company better understand customer needs and provide more personalized services.

The future scope of CRM in Rasi Feeds Private Limited is very promising. By adopting advanced technologies, improving communication systems, strengthening dealer networks, and focusing on customer engagement, the company can further enhance its CRM practices.

CONCLUSION

Customer Relationship Management (CRM) plays a vital role in the success and development of modern organizations. In industries such as poultry feed manufacturing, maintaining

strong relationships with customers is essential for sustaining business growth and ensuring long-term success. **Rasi Feeds Private Limited** recognizes the importance of CRM and focuses on maintaining positive relationships with poultry farmers, dealers, and distributors who rely on the company's products and services.

The study highlights that effective CRM practices help the company improve customer satisfaction by providing high-

quality feed products, timely delivery, and reliable customer support. By maintaining regular communication with customers, the company can better understand their needs and expectations. This helps Rasi Feeds Private Limited provide appropriate solutions and maintain strong relationships with its customers.

In conclusion, Customer Relationship Management is an essential strategy for Rasi Feeds Private Limited to maintain strong customer relationships and ensure sustainable business growth. By focusing on customer needs, maintaining effective communication, and continuously improving its products and services, the company can strengthen its market position and achieve long-term success in the poultry feed industry.