



A STUDY OF ROLE-PLAYS OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) AND LOGISTICS MANAGEMENT IN COURIER SERVICE PROVIDERS IN NAGPUR CITY

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ABSTRACT:

The aim of the present study is to gain insight into “A Study of role-plays of Customer Relationship Management (CRM) and logistics management in Courier Service Providers in Nagpur City”. Courier Service sector has grown immensely in the India. There is a lot of competition in the industry. The usage of courier services has grown. This study will help in understanding the customer relation that the service provider is maintaining and also the customer loyalty. This will clear the basic satisfaction level of the customer with the existing service provider; it will also enable to understand local market feedback. It will also enable us to understand the clear position of the Courier Service providers. This study will reflect the position of the market leader in Nagpur City.



KEYWORDS: Courier Service sector, customer relation, basic satisfaction.

INTRODUCTION

The Logistics Management & Customer relationship management (CRM) of inbound logistics goods is an area which needs attention at the Courier service providers located in Nagpur City. No study or literature is available on the subject of Logistics Management (LM) & Customer relationship management (CRM) of inbound logistics of Courier service providers located in Nagpur City. The awareness of Courier service providers about Logistics Management thought Customer relationship management (CRM) of inbound logistics need to be properly understood. The different reasons for logistics movements of goods along with the various strategies adopted by the Courier service providers about Logistic Management thought Customer relationship management (CRM) of inbound logistics need to be studied. The different factors related to logistic management and Customer relationship management (CRM) of inbound logistics costs and their importance has to be examined and explained. Insights gained from the study would be helpful to the Courier service providers to improve upon their existing Logistic Management and Customer relationship management (CRM) of inbound logistics practices.

The process of planning, implementing and controlling the Logistic Management thought Customer relationship management (CRM) of inbound logistics flows of material products at the Courier service providers need to be analyzed to improve the effectiveness of these Courier service providers. If ignored the problems related to Logistic Management and Customer relationship

management (CRM) of inbound logistics can be costly to these Courier service providers and would have negative impact on their customer satisfaction. The study will be beneficial to the Courier service providers located at Nagpur City. Courier service providers been the backbone of transport economy; the improvements at their end would be helpful to the whole region. The Executive members of Courier service providers have shown interest in the study and agreed to extend the required support for this study.

Table 1: Opinion of companies about making arrangement of insurance by logistics service providers

Insurance arrangement	Frequency	Percent
Yes	819	91.0
No	81	9.0
Total	900	100
Chi Square Value		605.160
Degrees of Freedom		1
Significance		0.000 (<0.05)

Table 1 shows opinion of Courier Service Provider about making arrangement of insurance by logistics service providers. It is evident from the information that, logistic service providers of 91.0% Courier Service Provider in Nagpur City make arrangement of insurance, whereas logistic service providers of 9.0% Courier Service Provider did not make arrangement of insurance. The result of non-parametric chi square test shows that there is significant (Chi Square- 605.160; df- 1; $P < 0.05$) difference among Courier Service Provider in Nagpur City with respect to making arrangement of insurance by logistics service provider. Hence, on the basis of above information it is apparent that logistic service providers of considerable percentage of Courier Service Provider in Nagpur City make arrangement of insurance.

Table 2: Opinion of companies about making arrangement of payment with bank by logistics service providers

Payment arrangement with bank	Frequency	Percent
Yes	864	96.0
No	36	4.0
Total	900	100
Chi Square Value		761.760
Degrees of Freedom		1
Significance		0.000 (<0.05)

Table 2: shows opinion of Courier Service Provider about making arrangement of payment with bank by logistics service provider. It is evident from the information that, logistic service providers of 96.0% Courier Service Provider in Nagpur City make arrangement of payment with bank, whereas logistic service providers of 4.0% Courier Service Provider did not make arrangement of payment with bank. The result of non-parametric chi square test shows that there is significant (Chi Square- 761.760; df- 1; $P < 0.05$) difference among Courier Service Provider in Nagpur City with respect to their opinion about making arrangement of payment with bank by logistics service provider.

Table 3: Opinion of companies about making rate negotiation by logistics service providers

Rate Negotiation	Frequency	Percent
Yes	890	98.9
No	10	1.1
Total	900	100
Chi Square Value	860.444	
Degrees of Freedom	1	
Significance	0.000 (<0.05)	

Table 3 shows opinion of companies about making rate negotiation by logistics service provider. It is evident from the information reported logistic service provider of 98.9% Courier Service Provider in Nagpur City perform rate negotiation, whereas logistic service providers of 1.1% Courier Service Provider in Nagpur City did not perform rate negotiation. The result of non-parametric chi square test shows that there is significant (Chi Square- 860.444; df- 1; P<0.05) difference among Courier Service Provider in Nagpur City with respect to their opinion about making rate negotiation by logistics service provider.

Table 4: Opinion of companies about Customer Relationship Management (CRM) and logistics management are beneficial to Courier Service industry in Nagpur City.

	Frequency	Percent
Yes	886	98.4
No	14	1.6
Total	900	100
Chi Square Value	844.871	
Degrees of Freedom	1	
Significance	0.000 (<0.05)	

Table 4 shows opinion of Courier Service Provider about benefit of Customer Relationship Management (CRM) and logistics management to Courier Service industry in Nagpur City. It is evident from the information that, according to 98.4% Courier Service Provider Customer Relationship Management (CRM) and logistics management are beneficial to Courier Service industry in Nagpur City Areas. Whereas 1.6% companies reported that Customer Relationship Management (CRM) and logistics management are not beneficial to Courier Service industry in Nagpur City. The result of non-parametric chi square test shows that there is significant (Chi Square- 844.871; df- 1; P<0.05) difference among Courier Service Provider in Nagpur City with respect to opinion of companies about Customer Relationship Management (CRM) and logistics management are beneficial to Courier Service industry in Nagpur City.

Table 5: Opinion of Courier Service Provider about significant relationship between Customer Relationship Management (CRM) and logistics management of Courier Service industry in Nagpur City.

	Frequency	Percent
Yes	821	91.2
No	79	8.8
Total	900	100
Chi Square Value	611.738	
Degrees of Freedom	1	
Significance	0.000 (<0.05)	

Table 5 shows opinion of Courier Service Provider about significant relationship between Customer Relationship Management (CRM) and logistics management of Courier Service industry in Nagpur City. It is evident from the information that, according to 91.2% Courier Service Provider there is significant relationship between Customer Relationship Management (CRM) and logistics management. Whereas 8.8% companies reported that, there is no significant relationship between Customer Relationship Management (CRM) and logistics management of Courier Service industry in Nagpur City. The result of non-parametric chi square test shows that there is significant (Chi Square- 611.738; df- 1; $P < 0.05$) difference among Courier Service Provider in Nagpur City with respect to their opinion about significant relationship between Customer Relationship Management (CRM) and logistics management of Courier Service industry in Nagpur City.

CONCLUSION: -

- It is apparent that logistic service providers of substantially high percentage of companies in Nagpur City make arrangement of payment with bank.
- The result of non-parametric chi square test shows that there is significant (Chi Square- 844.871; df- 1; $P < 0.05$) difference among Courier Service Provider in Nagpur City with respect to opinion of companies about Customer Relationship Management (CRM) and logistics management are beneficial to Courier Service industry in Nagpur City.
- On the basis of above information, it is apparent that logistic service providers of substantially high percentage of Courier Service Provider in Nagpur City perform rate negotiation.
- That Customer Relationship Management (CRM) and logistics management are beneficial to substantially high percentage of Courier Service Provider in Nagpur City.
- On the basis of above information, it is apparent that there is significant relationship between Customer Relationship Management (CRM) and logistics management of Courier Service industry in Nagpur City.

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