

Client Retention Strategy Analysis at Eagle-Hitech Softclou Pvt Ltd, Chennai

OPEN ACCESS

Volume: 13

Special Issue: 1

Month: May

Year: 2026

P-ISSN: 2321-4643

E-ISSN: 2581-9402

Citation:

Subramani, K., and G. Jenit Hanson. "Client Retention Strategy Analysis at Eagle-Hitech Softclou Pvt Ltd, Chennai." *Shanlax International Journal of Management*, vol. 13, no. S1, 2026, pp. 170–74.

DOI:

<https://doi.org/10.34293/management.v13iS1-i1-may.10955>

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Abstract

This study examines client retention strategies at Eagle-HiTech Softclou Pvt Ltd by analysing customer behaviour, service quality, satisfaction, and engagement using percentage analysis, factor analysis, Karl Pearson's correlation coefficient, and Python-based analytics. The findings show that service quality, timely delivery, customer support, and trust significantly influence client retention. Factor analysis identifies four key dimensions: customer perception and personalization, satisfaction and loyalty, engagement, and customer advocacy. Python analysis indicates an overall retention rate of 72%, with higher retention in IT and retail sectors and lower performance in education and healthcare, along with a noticeable share of high-risk and recently onboarded clients showing higher churn probability. The study concludes that client retention depends on multiple interconnected factors and highlights the need for improved early engagement, consistent service delivery, and data-driven retention strategies to enhance long-term client relationships.

Keywords: Churn Analysis Client Retention, Customer Loyalty, Factor Analysis, Python Analytics Service Quality.

Introduction

Client retention plays a crucial role in ensuring the long-term success of IT service-based organizations operating in a highly competitive and rapidly changing business environment. With rising customer expectations and increasing service alternatives, organizations must focus not only on acquiring clients but also on building and maintaining strong long-term relationships. Understanding client behavior, satisfaction levels, service usage patterns, and engagement helps convert complex data into meaningful insights for better decision-making. Factors such as service quality, delivery performance, customer support, and trust collectively influence overall retention outcomes.

Eagle-HiTech Softclou Pvt Ltd, based in Chennai, Tamil Nadu, is an IT solutions provider engaged in software development, digital

services, and training. As a service-driven organization, client relationships are essential for its sustained growth. In a competitive industry where switching between service providers is easy, analyzing retention patterns becomes highly important. This study examines client retention at Eagle-HiTech Softclou Pvt Ltd using percentage analysis, factor analysis, correlation analysis, and Python-based analytics to identify key factors influencing repeat usage and to assess the impact of service quality, delivery time, and customer support on client retention.

Literature Review

Khatri (2026) stated that effective CRM improves satisfaction and trust, leading to better retention outcomes. Mapalo et al. (2025) found that service quality, speed, and employee attitude positively influence customer loyalty. Dubey et al. (2025) highlighted that CRM tools improve retention through personalization, segmentation, and better customer engagement. Haryanto et al. (2025) emphasized that CRM practices like segmentation and multi-channel communication strengthen long-term customer relationships. Meenakshi (2025) concluded that machine learning-based churn analysis helps identify retention risks using customer behavior patterns. Santosh and Prakash (2025) noted that CRM enhances retention through improved communication and personalization, despite implementation challenges. Kripalani (2024) highlighted the role of predictive analytics in identifying churn patterns for proactive retention strategies. Geeta Rani and Asha (2023) concluded that service quality, trust, pricing, and relationships collectively influence retention in banking, rather than any single factor alone. Ahmed and Afrah (2022) found that service quality, customer satisfaction, and trust are key factors influencing customer retention, while traditional marketing is less effective in competitive markets.

Objectives of the Study

1. To identify and evaluate the key factors influencing repeat service usage and client loyalty.
2. To assess the impact of service quality, delivery time and support on client retention.

Research Methodology

The study uses a descriptive and analytical research design to examine client retention at Eagle-HiTech Softclou Pvt Ltd. It is based on both primary data collected through a structured questionnaire and secondary data from company records and relevant sources. The analysis covers client responses on service usage, satisfaction, and engagement. Tools such as percentage analysis, factor analysis, Karl Pearson’s correlation, and Python-based analytics are used to study retention patterns and assess the impact of service quality, delivery time, and customer support on client loyalty.

Key factors influencing repeat service usage and client loyalty

Factor analysis is used to reduce large data sets into meaningful underlying factors by grouping related variables together, making interpretation easier.

Table 1 Factor Analysis

Factors	Component			
	Customer Perception & Personalization	Satisfaction & Loyalty	Customer Engagement	Customer Advocacy
Improvement Influence	.696			

Trust Influence	.629			
Customization Impact	.612			
Expectation Fulfillment		.710		
Brand Loyalty Influence		.700		
Switching Consideration		.625		
Retention Decision Factors			.725	
Service Usage Frequency			.707	
Needs Understanding			.544	
Recommendation Intent				.841
KMO	.568			
Chi Square	219.467			
DF	66			
Sig	<.001			

Source: Primary Data

The KMO value (0.568) indicates acceptable sampling adequacy, and Bartlett’s test is significant ($p < 0.001$), confirming suitability for factor analysis. Four key factors were extracted: customer perception (improvement, trust, customization), satisfaction and loyalty (expectations and brand loyalty), engagement (usage frequency and needs understanding), and advocacy (recommendation intent). These factors collectively show that client retention is influenced by perception, satisfaction, engagement, and recommendation behavior. Relationship among service quality, delivery time, and customer support. Karl Pearson’s correlation measures the strength and direction of relationship between variables

Table 2 Karl Pearson’s Correlation Coefficient

Correlations			
	Service_quality	Delivery_time	Customer_support
Service_quality	1.000	.419**	.563**
Delivery_time		1.000	.411**
Customer_support			1.000

** Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data

Correlation Coefficient between Service Quality and Delivery Time is 0.419 which indicate ($0.419^2 = 0.175$) 17.5 percentage positive relationship between Service Quality and Delivery Time and is significant at 1% level. Correlation Coefficient between Service Quality and Customer Support is 0.563 which indicate ($0.563^2 = 0.317$) 31.7 percentage positive relationship between Service Quality and Customer Support and is significant at 1% level. Correlation Coefficient between Delivery Time and Customer Support is 0.411 which indicate ($0.411^2 = 0.169$) 16.9 percentage positive relationship between Delivery Time and Customer Support and is significant at 1% level.

Findings of the Study

- The factor analysis identified four major dimensions influencing client retention, namely customer perception, satisfaction, engagement, and customer advocacy.

- Customer perception is highly influenced by service improvement, trust, and customization, showing that personalized services strengthen client relationships.
- Satisfaction and loyalty are strongly connected with fulfillment of customer expectations and brand influence, indicating the importance of consistent service delivery.
- Customer engagement is influenced by frequency of service usage and understanding customer needs, highlighting the role of continuous interaction with clients.
- Recommendation intent emerged as a strong indicator of customer advocacy, revealing that satisfied clients are more likely to recommend the company to others.
- Correlation analysis revealed that service quality, delivery time, and customer support are positively and significantly related, with customer support showing the strongest relationship with service quality.

Suggestions of the Study

- The company can focus on strengthening customer perception by improving personalization, trust, and customized service strategies.
- Greater emphasis can be given to customer-centric services to build stronger and long-lasting client relationships.
- Consistency in service delivery can be maintained to improve customer satisfaction and loyalty levels.
- Regular interaction and feedback collection can help in understanding customer requirements and enhancing engagement.
- Referral and loyalty programs can be introduced to encourage satisfied clients to promote the company.
- Service quality, delivery time, and customer support can be managed together with special attention to customer support systems to improve overall client retention.

Conclusion

The study on client retention strategy at Eagle-Hitech Softclou Pvt Ltd highlights that long-term client relationships are mainly sustained through consistent service quality, timely delivery, and effective customer support. Most clients continue with the company due to satisfactory service experience, trust, and the company's ability to understand and respond to their business needs. The findings also show that client loyalty is influenced by a combination of factors such as satisfaction, engagement, personalization, and communication rather than a single element. While many clients remain stable and satisfied, a section of clients still shows a risk of discontinuation, particularly during the early stages of association. Overall, strengthening onboarding processes, improving service consistency, and maintaining regular client interaction can help enhance retention and support the long-term growth of the organization.

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