A Study on Customer Relationship Management – with Special Reference to Life Insurance Corporation of India, Chamarajanagara

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Abstract

Relationship advertising is the technique of constructing long term collectively beneficial courting with customers the monetary institutions inside the advanced international locations are the use of this market device very efficaciously by using taking full gain of facts and communication technologies. The LIC in India are under excessive pressure in nowadays volatile marketplace place, steep competitions, globalization, growing consumer demands are forcing the LIC discover new approaches of enhancing profitability. The coverage sectors are seeking out new approaches no longer most effective to attract but additionally to retain the customer and given competitive advantages over their competitors each coverage enterprise like different enterprise corporation is deploying progressive sales strategies and superior advertising tools to gain supremacy. Therefore a examine on the CRM practices in the insurance enterprise is needed to discover the blessings of the CRM practices within the insurance industries. The end result of the examine finish that respondents are glad with communication with clients however now not fully glad with submit sale carrier and criticism handling and also respondents are specific that CRM is delivery of high best service, and co-ordinate errors to fulfill the customer wishes and employees understand the CRM approach thorough training. These have a look at spotlight the want of Improve pleasure degree of the policyholders in through deliver a quick response and modern services and also look at explicit that organizations are Solving the troubles of the policyholders through the clearing the doubts of the coverage details, giving advice at the time of facing the problems.

Keywords: Customer Relationship Munication, Satisfaction, Customer Awareness, High Quality Service and Marketing Tool

Introduction

The beginning up of the insurance zone inside the year 2000 in the wake of the liberalization, privatization and globalisation policy of the government, unfolded the market gates to foreign and personal gamers on one hand and threatened to close down many gates for the till date, monopolists in the insurance quarter the LIC and GIC. In the state of affairs in which the new and current players had to war for his or her part of the market stocks, the purchaser got many options at his hand and the rewards could crumple within the kitty for

individuals who not most effective delivered new customers, but also knew the way to hold their current ones.

Customer relationship control is the strategic use of facts methods technology and people to control the patron dating with corporation across the whole consumer life cycle.

In the existence coverage area each the non-public and public gamers in India are going for higher technology adaption specifically after globalisation. The existence insurance gamers are struggling to keep a good purchaser dating due to loss of personalization of services, loss of transparency in claim settlement, negative designing regulations and bad carrier nice. The clients within the Life coverage area are anticipating now not best core and cost added services from the insurers however also personalised services. The clients' sovereignty is becoming the mantra for the achievement inside the carrier industry, coverage gamers those are offering customs policies, personalized services and adopting CRM practices for maintaining their customer dating are reaping advantage higher than others. What makes the existence coverage enterprise unique from the alternative economic services is the long term nature of the connection of the organisation with its clients, frequently lasting lifetime the technological advances have helped to music the connection with the purchaser and additionally given the statistics to analyse the converting desires/profit of the client CRM strategies represent the stairs involved in CRMwhich focuses from customer acquisition to customer retention. It is done by building relationship with customers and adding more value to goods and services.

The study will going to be conducted in chamarajanagara of Karnataka state in India. The study aim to analyse the level of customer satisfaction towards customer relationship management in LIC, chamarajanagara.

Review of Literature

Coltman. et al [2011]: Conducted study on "client relationship management and firm Performance, authors reveal that CRM was logically more critical to firms as they tried to work on their benefits through long have relationship with clients? Finally, authors conclude that many organizations had contributed vigorously on its resources for deal with their Collaborations with clients prior to determining the execution or later buy execution.

Ujwalabairagi and Dr. Prathapchauhan. [2016]: Conducted study to find out how customer Relationship can become more effective with the aid of information technology. Authors found that in majority of companies, customers could not perform major transactions online without necessarily coming in contact with company in person this is because not all companies have fully integrated it with their CRM. Finally, author concludes that effective and efficient Combination of high level of CRM and it will increase the level of customers performance and ultimately the organizations profitability.

Sucheta rani and Anil Kumar [2019]: Study conducted to know the innovative CRM practices Adopted by LIC. Authors reveals that LIC introduce new ways to makes the customer, more Delightful and attract new customer through adopt duplicate policy, use official app policy, Guidelines help time etc. Conducted that LIC has taken a large number of initiatives to satisfy their customer, yet there is need to strong data base of customers.

Research Gap

After reviewing the literatures, it's found that. Customer relationship management is a innovative practice in Life insurance sector to attract new customer and maintaining good bonding with existing customer. Some literatures reveals that customer are satisfied with CRM practice in service marketing is essential to take benefit from insurance sector and this system provide new guidelines to both customer and employees to enhance the relationship between them. But still there is a gap in literatures regarding the concept of CRM practices in insurance sector therefore

conducted a study on Customer Relationship Management with special reference to life insurance corporation of India, Chamarajanagara to analyze the benefits of CRM practice in insurance sector.

Objective of the Study
1. To know the concept of Customer Relationship Management
2. To analyze the level of awarenessof policy holders towards life insurancepolicies.
3. To analyze the perception of customersregarding the benefits of Customer Relationship Management.

Materials and Methods
Research Methodology
The project work has been brought out on the basis of both the primary data and secondary data as well.

Primary Data
Primary data was collected through the interaction with the customers and employees of Life insurance Corporation of India Chamarajanagara branch by issuing well structure questionnaires and telephone interview.

Secondary Data
Secondary data was collected with the help of articles, journals research papers and websites etc.

Sample Size
Sampling: Non probability sampling.
Non probability is a method of sampling which, all the members of the population does not have equal chance.

Sampling Technique
Convenient sampling technique.
It a type non probability sampling where samples are selected from the population on the basis of conveniently available to the researcher.

Sampling Size
For the purpose of my study I have taken 80 respondents as customers of Life insurance Corporation of India and 25 respondents as employees of Life insurance Corporation of India Chamarajanagara branch.

Study Area
The study conducted in life insurance Corporation of India Chamarajanagara Branch.

Tools Used
The data was analyzed through the help of Ratio analysis and Garrett ranking technique.

Result and Discussion
Customers based Analysis
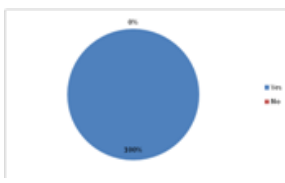**Table 1 Showing the Demographic Details of the Respondents**

Demographic variables		No of preference	Percentage
Gender	Male	43	54
	Female	37	46
	Total	80	100

Age	Below 25	14	18
	26 – 35	19	24
	36 – 45	23	29
	Above 45	24	29
	Total	**80**	**100**
Educational quali-fication	Less than high school	13	16
	High school	10	12
	PUC & equivalent	13	16
	Undergraduate % equivalent	22	28
	postgraduate	22	28
	Total	**80**	**100**
Monthly salary	Less than 10000	27	34
	10000 – 20000	31	39
	20001 – 30000	7	9
	30001 – 40000	8	10
	Above 50000	7	8
	Total	**80**	**100**

Interpretation

The above table states that most of the respondents i.e. 54% of the respondents are male,58% of the respondents are aged between above 36 years,56% of the respondents have completed under graduation and post-graduation and majority 73% of the respondents salary is between below 10000- 20000.

Table 2 Showing the Classification of the Respondents based on Aware About Life Insurance

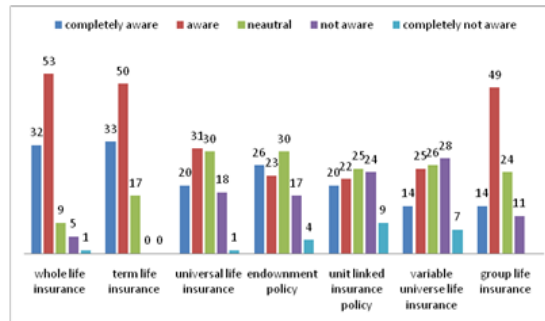| Sl.No	Particulars	No of Respondents	%	
1	Yes	80	100	
2	No	0	0	
Total		**80**	**100**	

Interpretation

The above table show that majority i.e. 100% of the respondents are aware life insurance is yes, 0% of respondents are aware life insurance is no.

Table 3 Showing the Classification of the Respondents based on Aware about Types of Life Insurance

[CA- completely aware, A- aware,N- Neautral ,NA- not aware. CAN- completely not aware]

Sl. No	Particulars		CA	A	N	NA	CNA	Total
1	Whole life insurance	No of respondents	26	42	7	4	1	80
		Percentage	32	53	9	5	1	100
2	Term life insurance	No of respondents	26	40	14	00	00	80
		Percentage	33	50	17	00	00	100
3	Universal life insurance	No of respondents	16	25	24	14	1	80
		Percentage	20	31	30	18	1	100

|								
4	Endowment policy	No of respondents	21	18	24	14	3	80
		Percentage	26	23	30	17	4	100
5	Unit linked insurance plan	No of respondents	16	18	20	19	7	80
		Percentage	20	22	25	24	9	100
6	Variable universe life insurance	No of respondents	11	20	21	22	6	80
		Percentage	14	25	26	28	7	100
7	Group life insurance	No of respondents	11	39	19	9	2	80
		Percentage	14	49	24	11	2	100

Interpretation

The above table shows that majority i.e. 53% of the respondents are aware about whole life insurance, 50% of the respondents have aware about term life insurance, 31% of the respondents have ware about universal life insurance, 30% respondents aware about endowment policy, 25% of the respondents have aware about unit linked insurance policy, 28% of the respondents aware about variable universal life insurance and 49% of the respondents are aware about group life insurance.

Table 4 Showing Clasification of the Respondents on their Types of Life Insurance Policy

Sl. No	Particulars	No of Repondents	%
1	Term life insurance	44	55
2	Whole life insurance	15	19
3	United linked insurance	2	2
4	Endowment plan	8	10
5	Money back plan	6	8
6	Saving and investment plan	5	6
	Total	**80**	**100**
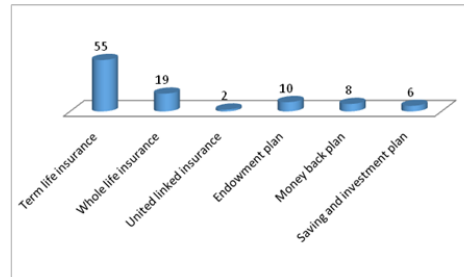
Interpretation

The above table show that majority i.e. 55% of respondents type of life insurance is term life insurance , 19% of respondents type of life insurance is whole life insurance , 10% of respondents type of life insurance is endowment plan , 8% of respondents type of life insurance is money back plan , 6% of respondents type of life insurance is saving and investment plan., 2% of respondents type of life insurance is united linked insurance.

Table 5 Showing the Classification of the Respondents based on their Overall Satisfaction Towards CRM Services Of LIC

[HS- highly satisfied,S-satisfied,N- neautral, DS- dis satisfied,HDS- highly dis satisfied]

Sl. No	Particulars		HS	S	N	DS	HDS	Total
1	Location convenience	No of respondents	24	47	6	2	1	80
		Percentage	30	59	8	2	1	100
2	Working hours	No of respondents	15	47	16	1	1	80
		Percentage	19	59	20	1	1	100
3	Product and development	No of respondents	13	35	28	2	2	80
		Percentage	16	44	35	2	3	100
4	Timely delivery document	No of respondents	15	40	23	2	0	80
		Percentage	19	50	29	2	0	100
5	Communication with customers	No of respondents	14	43	18	5	0	80
		Percentage	18	54	22	6	0	100
6	Employee attitude and service	No of respondents	13	34	25	6	2	80
		Percentage	16	43	31	8	2	100
7	Service through technology	No of respondents	15	32	25	6	2	80
		Percentage	19	40	31	8	2	100
8	Settlement of clients	No of respondents	10	38	23	6	3	80
		Percentage	13	47	29	7	4	100
9	Post sale service	No of respondents	10	28	35	5	2	80
		Percentage	13	35	44	6	2	100
10	Complaint handling	No of respondent	11	22	38	6	3	80
		Percentage	14	28	47	7	4	100
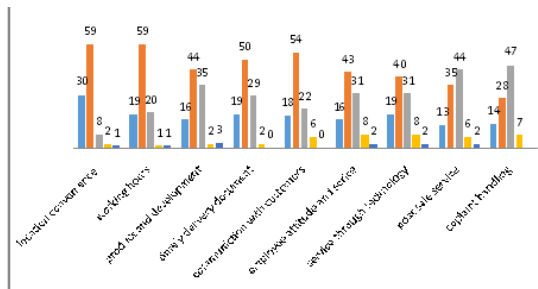
Interpretation

The above table shows that majority i.e. 59% of the respondents are satisfied with location convenience and working hours, 44% of the respondents satisfied with product development, 50% of the respondents are satisfied with timely delivery document, 54% of the respondents satisfied with communication with customers, 83% of the respondents are satisfied with employees attitude and service technology, 44% of the respondents are satisfied with post sale service and 47% of the respondents are satisfied with complaint handling.

Table 6 Showing the Classification of the Respondents based on their Perception Regaeding Benefits of CRM

Particulars	1	2	3	4	5	6	7	8	9	10	Total	Average	Rank
Delivery of high quality service	648	162	405	891	324	729	567	648	810	1296	6480	16.36	1
Co-ordinate effort to meet the customr needs	350	420	560	490	840	350	420	910	630	630	5600	14.14	2
Personolized service to customers	441	189	693	756	693	441	441	567	315	504	5040	12.72	3
Employer have move time to serve customer	456	570	513	285	627	627	329	684	285	114	4560	11.51	4
Optimum use of resource	416	208	416	260	208	468	728	416	520	520	4160	10.50	5
Customer empowerment	329	470	282	282	282	235	705	376	376	423	3760	9.49	6
Targeted product and service offering	252	672	210	420	420	378	168	252	462	126	3360	8.48	7
Increase in customer loyalty	720	396	252	324	360	180	216	108	252	72	2880	7.2	8
Up to date customer information	290	232	406	232	203	261	58	145	203	290	2320	5.8	9
Improved customers acquisition and cross selling	18	162	144	108	108	180	234	144	144	198	1440	3.6	10

**The Present Position and Garret Value**

Present Position =100(Rij   0.5)

Nj

Rij = Rank given for the ith variable by the jth respondents

Nj = Number if variables ranked by the jth respondents

The results provided in the following table.

Table 2 Present Position and Garret value

Sl. No	100 (Rij- 0.5) Nj	Calculated Value	Garret Value
1	100 (1 – 0.5)/ 10	5	81
2	100 (2 – 0.5)/ 10	15	70
3	100 (3 – 0.5)/ 10	25	63
4	100 (4 – 0.5)/ 10	35	57
5	100 (5 – 0.5)/ 10	45	52
6	100 (6 – 0.5)/ 10	55	47
7	100 (7 – 0.5)/ 10	65	42
8	100 (8 – 0.5)/ 10	75	36
9	100 (9 – 0.5)/ 10	85	29
10	100 (10 – 0.5)/ 10	95	18
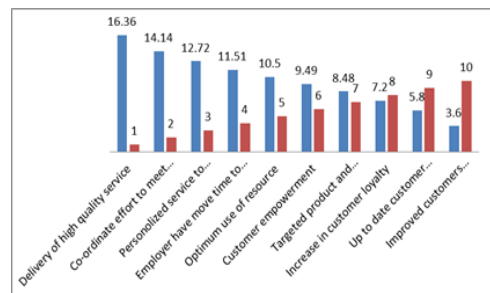
Interpretation

The above table show that majority i.e. 16% of the respondents are benefits of CRM is delivery of high quality service, 14% of the respondents are benefits of CRM is co-orrdinate errort to

meet the cutomer needs, 12% of the respondents are benefits of CRM is personalized service to customers, 11% of the respondents are benefits of CRM is employer have more time to serve customer, 10% of the respondents benefits of CRM is optimum use of resource, 9% of respondents benefits of CRM is up to date customer information, 8% of the respondents benefits of CRM is increase in customer loyalty, 7% of the respondents are benefits of CRM is targeted product and service offering, 6% of the respondents are benefits of CRM is customer empowerment, 3% of the respondents benefits of CRM is improved customer acquisition and cross selling.

Employees based Analysis

Table 7 Showing the Demographic Details of the Respondents

Demographic Areas		No. of Respondents	%
Gender	Male	17	68
	Female	8	32
	Total	**25**	**100**
Age	21-30	6	24
	31-40	9	36
	41-50	6	24
	51-60	4	16
	Total	**25**	**100**
Education qualification	School level	0	0
	PUC and equivalent	3	12
	Graduation and equivalent	17	68
	Post graduate	5	20
	Total	**25**	**100**
Occupational status	Branch manager	3	12
	Development officer	7	28
	CRM cell officer	3	12
	Assistant CRM officer	2	8
	Office assistant	10	40
	Total	**25**	**100**

Interpretation

The above table shows that majority i.e. 68% of the respondents are male, 36% of the respondents are aged between 31-40 years,68% of the respondents have complete graduation and 40% of the respondents are office assistant.

Table 8 Showing the Classification of Respondents based on Known about CRM Strategy in Life Insurance Corporation

Sl.No	Particulars	1	2	3	4	5	Total	Average	Rank
1	Through training	450	225	450	375	375	1875	30	1
2	Through journals and magazines	300	300	180	300	420	1500	24	2
3	Orientation given by officials	150	250	450	250	150	1250	20	3
4	Through colleagues	160	280	160	80	320	1000	16	4
5	Personal experience	150	125	100	225	25	625	10	5
Total							**6250**	**100%**	

The Present Position and Garret Value
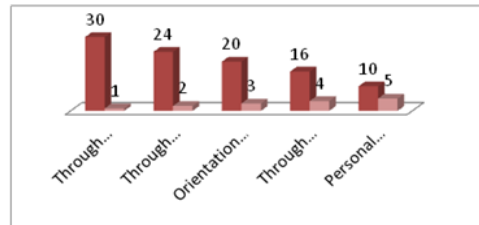
Present Position $= \dfrac{100 (Rij - 0.5)}{Nj}$

Rij = Rank given for the ith variable by the jth respondents

Nj = Number if variables ranked by the jth respondents

The results provided in the following table.

Table 2 Present Position and Garret Value

Sl. No	100 (Rij- 0.5) Nj	Calculated Value	Garret Value	
1	100 (1 − 0.5)/ 5	10	75	
2	100 (2 − 0.5)/ 5	30	60	
3	100 (3 − 0.5)/ 5	50	50	
4	100 (4 − 0.5)/ 5	70	39	
5	100 (5 − 0.5)/ 5	90	25	

Interpretation

The above table shows that majority of the Respondents have expressed that they know the CRM strategy thorough training, journals and magazines, orientation given by officials, colleagues and personal experience

Table 9 Showing the Classification of Respondents based on their Way of Customer Satisfied

Sl.No	Particulars	1	2	3	4	5	Total	Average	Rank
1	Quick response	675	300	0	600	300	1875	30	1
2	Innovation Service Delivery	240	120	600	420	120	1500	24	2
3	Building relationship	200	450	350	150	100	1250	20	3
4	Good report	120	200	240	160	280	1000	16	4
5	Financial security	125	125	50	75	250	625	10	5
	Total						6250	100%	

The Present Position and Garret Value
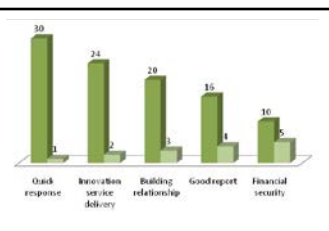
Present Position $= \dfrac{100(Rij-0.5)}{Nj}$

Rij = Rank given for the ith variable by the jth respondents

Nj = Number if variables ranked by the jth respondents

The results provided in the following table.

**Table 2 Present Position and Garret Value**

Sl. No	100 (Rij- 0.5) Nj	Calculated Value	Garret Value	
1	100 (1 − 0.5)/ 5	10	75	
2	100 (2 − 0.5)/ 5	30	60	
3	100 (3 − 0.5)/ 5	50	50	
4	100 (4 − 0.5)/ 5	70	39	
5	100 (5 − 0.5)/ 5	90	25	

Interpretation

The above table reveals that they satisfied their customer through given quick response, delivery of innovative services, building good relationship, deliver good report and provide financial security.

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Table 10 Showing the Classification of Respondents based on the way of Solving the Problems of the Policyholder

Sl. No	Particulars		Strong agree	Agree	Neutral	Disagree	Strongly dissatisfied	Total
1	Clearing the doubts of the policy details	No of respondents	10	13	2	0	0	25
		Percentage	40	52	8	0	0	100
2	Giving advice at the time of facing the problems	No of respondents	9	14	2			25
		Percentage	36	56	8	0	0	100
3	Verifying all life insurance policy documents	No of respondents	10	14	1	0	0	25
		Percentage	40	56	4	0	0	100
4	Providing moral support at all levels to them	No of respondents	11	10	4	0	0	25
		Percentage	44	40	16	0	0	100
5	Setting the grievances of the policyholders as quickly as possible	No of respondents	10	12	4	0	0	25
		Percentage	40	48	16	0	0	100
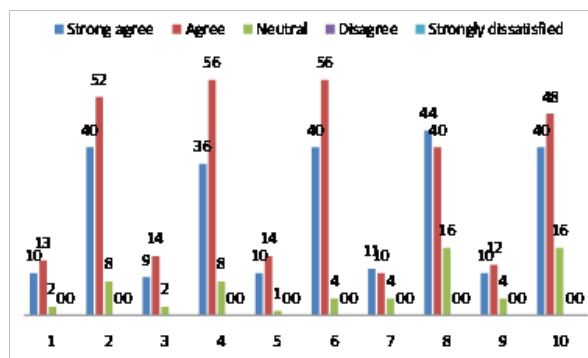
Interpretation

The above table shows that a majority of the respondents express they solve their customer problem through clearing the doubts of policy details, giving advice at the time of facing the problems and verifying all life insurance policy but 44% of the respondents express that they provide moral support at all levels to policy holders and setting the grievances of the policy holder as soon as possible.

Findings

- Majority i.e. 54% of the respondents are satisfied with communication with customers.
- 44% of the respondents are not fully satisfied with post sale service and . 47% of the respondents are nuietrially t satisfied with complaint handling
- Majority of the respondents are express that CRM is delivery of high quality service, and co-orrdinate errort to meet the cutomer needs.

- Majority of the Respondents have expressed that they know the CRM strategy thorough training
- 24% of respondent are express that corporation have to understanding most valuable customer and retaining them, 20% of respondents are express that they build good interaction with new customer and existing customer.

Suggestions

1. Create more Awareness about Types of Policies Offered by LIC

The study found that the majority of the policyholders are aware about the only few types of policies like whole life insurance, Term life insurance, endowment policy and group life insurance this policies are more customer aware but remaining types of policies and products are low level of awareness to the customers.

2. Improve Satisfaction Level of the Policyholders

Some of the respondents expressed that lic improved satisfaction of the policyholders are to give a quick response other services are like innovative services delivery, building relationships, good report and financial security because not only quick response are satisfied the policyholders otherwise giving an innovative services about the policy and products and building good relationship with policyholders and maintain good report and improve the financial securities

3. Solving the Problems of the Policyholders

The study found that respondents are expressed salvation of the problems of policyholders by the clearing the doubts of the policy details, giving advice at the time of facing the problems, verifying all life insurance policy documents, providing moral support at all levels to them, and setting the grievances of the policyholders as quickly as possible this are the factors are solving the problems of policyholders

Conclusion

The present study was found that customers are more satisfied with convenient working hours, transparency in information but less satisfied with service through technology, complaint handling and post settlement service etc.,, in the study area employees are express that CRM is helpful to attract and retaining the customers and this tool is used to build loyalty between customer and employees.

Finally to conclude if CRM maintain good and healthy relationship with customers and employees, in through providing proper information about policy with giving prospects, avoid delay in settlements, and solve the customer grievances that allows you to draw new clients and preserve the existing customers. And there is a need to company providing adequate training to employees to promote CRM standards.

Finally to finish if CRM keep good and healthy relationship with clients and employees, in thru supplying proper facts approximately coverage with giving possibilities, avoid put off in settlements, provide more channels for top class bills and remedy the purchaser grievances that allows you to help to draw new clients and preserve the existing customers. And there may be a need to organization offering good enough education to employees to sell CRM standards.

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