

## CRM IN SERVICE EXCELLENCE AT TECH MAHINDRA

<sup>#1</sup>Dr G L MEENA, *Professor & HOD,*

<sup>#2</sup>BERIPUTAKA BHARGAVA, *MBA Student,*

**Department of MBA,**

**VISWAM ENGINEERING COLLEGE (Autonomous), ANGALLU, MADANAPALLE, AP.**

**ABSTRACT:** In the highly competitive information technology and business services industries, customer relationship management (CRM) is critical for offering great service. This abstract analyzes the potential of CRM to improve the quality of Tech Mahindra's products, a well-known global provider of business reengineering, consulting, and digital transformation services. The paper focuses on the use of CRM systems and approaches to understand client needs, facilitate service customisation, increase customer engagement, and develop long-term connections. Tech Mahindra improves operational efficiency, responsiveness, and service quality by combining AI, data analytics, and customer-centric procedures with cutting-edge CRM solutions. Furthermore, the abstract underlines CRM's competitive advantage for firms by analyzing its impact on customer happiness, retention, and brand loyalty. According to the report, the effective deployment of CRM is an important component of Tech Mahindra's great customer service. A dynamic global market encourages continuous development, novel concepts, and improved customer experiences.

**Keywords:** *Customer Relationship Management (CRM), Service Excellence, Tech Mahindra, Customer Satisfaction, Customer Retention, Customer Engagement,*

### 1. INTRODUCTION

CRM (Customer Relationship Management) improves customer service by centralizing client data, automating procedures, improving team collaboration, and allowing for personalized experiences. This results in higher consumer happiness, loyalty, and efficiency in sales, marketing, and support, as well as speedier resolutions. The service is turned from reactive to proactive by giving teams with a consolidated view of a customer's history, preferences, and interactions. This guarantees that the help provided at each touchpoint is consistent and of the highest quality.

Companies and industries of all sizes use CRM software. Data is useful for startups that want to be efficient and fast, small firms that need to do more with fewer

resources, and giant enterprises that need to monitor client activity in one spot and disseminate data across departments. A CRM system can benefit any firm, including nonprofits, that interacts with customers and relies on consumer data for its staff.

Customer relationship management software may benefit almost every aspect of your business, including sales, customer service, IT, marketing, and more. Starting a business, regardless of size, is less complicated than one may think.

A CRM is a database that firms use to keep track of vital client data such contact information and historical transactions. CRM for customer service can help you grow your business by improving and optimizing client interactions. Businesses can use Service CRM's multiple

capabilities to respond to customer inquiries faster and keep their customer support services up to date throughout the customer lifecycle.

Support personnel can provide clients with faster assistance if they have a thorough understanding of the unique data connected with each client, as generated from their interactions and profile. Furthermore, real-time data on help requests can improve the customer experience. A service CRM consists of several components, including a member registration. There is much more to it than that. CRM for customer service captures far more data than simply identifying customers' wants and wishes.

## 2. LITERATURE SURVEY

Ledro et al. (2025): The purpose of this paper is to look into how artificial intelligence may be effectively integrated into CRM systems to improve service quality. The authors use qualitative observations from suppliers, organizations using AI-enabled CRM, and industry experts to discover common differences between theoretical AI techniques and real-world CRM implementation. The report recommends a structured design that focuses on data consolidation, governance standards, ethical deployment, and continual improvement. The findings underscore the necessity of ensuring that AI technologies work seamlessly with front-line service operations and that consumers are involved throughout the adoption process. According to the survey, well-integrated AI-CRM systems generate long-term relationship value while also facilitating consistent, dependable, and quick customer support.

Abdeldayem (2025): This paper investigates the factors that drive electronic customer relationship management and how it enables the banking industry to provide superior customer care. A number of machine-learning algorithms are used to analyze survey data from E-CRM users in order to determine the links between E-CRM, service quality, trust, customer satisfaction, and loyalty. The data show that E-CRM greatly improves customer happiness, trust, and service quality, but has negligible direct benefits on loyalty. The paper found that improving digital trust mechanisms can significantly increase service excellence outcomes and demonstrates the effectiveness of machine-learning methodologies in evaluating E-CRM performance.

Ahmad & Hameed (2025): This paper examines the impact of E-CRM on customer loyalty, focusing on the moderating function of service quality. The paper examines the impact of E-CRM on customer happiness, brand image, and perceived service quality using survey data collected from clients in service-related businesses. The findings show how E-CRM significantly enhances service quality, consequently increasing brand perception and loyalty. These ties are further strengthened by client happiness, which is required for offering great service. The paper contends that E-CRM should be actively integrated into service management strategies rather than being viewed as a simply technological tool.

Awad & Mahmoud (2024): analyze the impact of electronic customer relationship management on competitive advantage in the airline industry by using customer happiness as a mediating variable. The

paper used a descriptive-analytical approach to evaluate the effectiveness of E-CRM, customer satisfaction, and competitive results by evaluating survey responses from EgyptAir customers. These data show that competitive advantage and E-CRM have a significant positive correlation, both directly and indirectly through customer satisfaction. The findings suggest that airlines can improve their customer service by using E-CRM programs to increase the quality of digital interactions and build stronger client relationships.

Gazi et al. (2024): This paper proposes a comprehensive CRM-based approach for determining client loyalty and profitability in the telecoms business. The investigation combines CRM tactics with internal organizational components such as commitment and knowledge management. The results of a structural equation model applied to consumer data show that CRM improves customer satisfaction, profitability, and loyalty. Customer satisfaction serves as a mediator, despite the fact that brand image influences important relationships. According to the report, service excellence led by CRM must ensure that internal competencies and tailored customer interaction tactics are aligned.

### 3. TYPES OF CRM SYSTEMS

Each of the four basic types of CRM has a distinct role to play in the preservation of client relationships:

#### **Operational CRM:**

This category stresses the simplification of everyday tasks that require client engagement. It entails automating activities linked to marketing, sales, and

support, allowing organizations to track all client interactions. The goal is to improve and simplify the customer experience, from the first interaction to client acquisition and retention.

#### **Analytical CRM:**

This domain's primary focus is on acquiring and analyzing customer data. Businesses use analytical CRMs to determine their customers' preferences, behaviors, and trends by evaluating data from several customer encounters. This data is meant to help improve decision-making and planning by tailoring services and marketing to better match consumer preferences.

#### **Collaborative CRM:**

This technology promotes communication and collaboration among partners, suppliers, teams, and customers. Collaborative CRM ensures that all employees are on the same page when it comes to customer service by allowing client information to be shared between internal and external parties. This relationship improves client interactions and ensures that they always receive the same level of service.

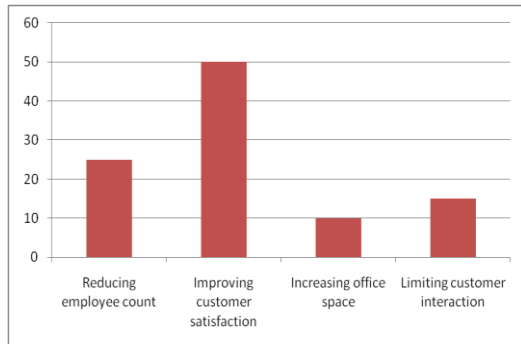
#### **Strategic CRM:**

Building long-term connections with customers is the primary objective of strategic customer relationship management (CRM). Through the utilization of their highly effective CRM reporting and analytics solutions, they are able to supply you with information on the behavior of customers, trends in sales, and the general performance of your firm. The data may be viewed through dashboards that can be customized for each team and employee, which gives them the opportunity to study the data that is most

pertinent to themselves and their requirements.

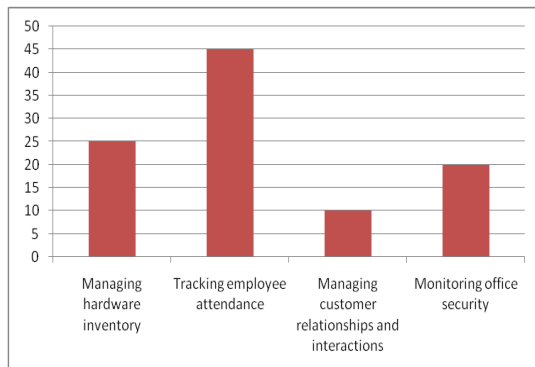
## 4. DATA ANALYSIS AND INTERPRETATION

### 1. Which Tech Mahindra CRM goal is most focused on providing excellent customer service?



According to the research, the majority of respondents (50%) agree that the primary goal should be to improve customer happiness. This demonstrates the importance of using CRM to achieve service excellence. Only 10% of respondents believe CRM will result in more office space, while 25% expect fewer personnel. This implies that the majority of respondents see CRM as a way to prioritize customers over enhancing infrastructure or processes.

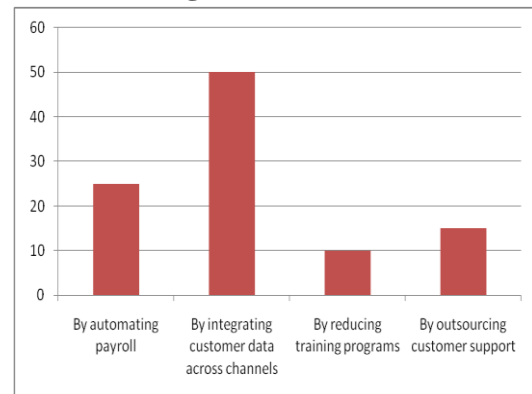
### 2. How does Tech Mahindra leverage CRM to deliver services?



The graph shows that the majority of people (45%) see CRM as a way to track staff attendance, implying that they may

not have a thorough understanding of its function. CRM is associated with controlling hardware inventories by 25% of people, and workplace security by another 20%. CRM is concerned with the maintenance of consumer interactions and connections, although only 10% are aware of this fact. This demonstrates the importance for customers to have a better understanding of CRM's actual functions in order to improve their service.

### 3. How does Tech Mahindra improve its services through the use of CRM?



According to the report, 50% of respondents feel CRM enhances service quality by combining consumer information from several sources. This demonstrates their understanding of CRM's strategic value. Only 25% of respondents associate CRM with payroll automation, and 15% with outsourcing support. As evidenced by the 10% of respondents who believe CRM reduces training sessions, the majority of people see CRM as a customer-centric technology rather than an administrative tool.

## 5. CONCLUSION

In essence, customer relationship management (CRM) is critical for providing great service because it enables firms to build long-term, strong relationships with their customers while

constantly offering exceptional service. A good CRM system helps businesses understand their customers' requirements, aspirations, and expectations through reliable data collecting and analysis. This helps them to give rapid, responsive, and individualized service. Integrating CRM with contemporary digital technology and analytics allows service companies to improve their responsiveness, client happiness, and consistency across many service channels. CRM is also useful in the handling of complaints, the facilitation of feedback, and the continuous improvement of services—all of which are critical for maintaining client confidence and loyalty. Furthermore, for CRM to be efficient, departments must interact, employees must be trained, and the firm must have a strong service-oriented culture. When CRM is supported by secure data management policies and meets service quality requirements, it becomes a powerful strategic tool that significantly contributes to overall service excellence and long-term organizational performance, improves operational efficiency, and increases customer engagement.

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