

## **AN EFFECTIVENESS OF ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT IN AJIO A RELIANCE RETAIL INDUSTRY**

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### **Abstract:**

*As the Internet is becoming more and more important in business life, many companies consider it as an opportunity to reduce customer-service costs, tighten customer relationships and most important, further personalize marketing messages and enable mass customization. The eCRM helped in understanding and interacting with customers has increases customer loyalty, customer life time value and customer retention by improving customer satisfaction, one of the objectives of e-CRM. Advance information Technology-oriented system and customer centric operation with effective customer service support system by Ajio. The adoption of ecrm by Ajio considered an effective tool for smarter approach for changing customer behaviour. The commitment and persistence of service has reinforced the eCRM in long term sustainability in the competitive market. The customer orientation has taken a new meaning to retain customers and build a loyal customer with personalized services.*

*Keywords: Internet, Information technology, customer behaviour, competitive market.*

### **Introduction:**

The eCRM helps service organizations to offer the right product at the right time, because of which the individual customer margins can be increased and reduces the cost of managing customer. Companies look for more value in product or service offerings, are more price sensitive, and are quieter likely to go with a more reliable source. Organizations will benefit from the identification of consumers who exhibit the most consistent behavior across all product typologies. Companies will win as they become ubiquitous, will be able to accelerate various aspects of business and life, will be able to meet consumer/member expectations, will enable reciprocity and sharing, and will help with specialization as well as virtual value activities.

According to Ellatif, 2008, "ecrm is an integrated approach to customer identification, acquisition and retention." Since the differences between CRM and ecrm as discussed by many authors in their research studies are minor and obvious, the definition of CRM and ecrm is almost the same, except that ecrm uses the Internet as a tool or a way to interact with customers.

### **Company Profile:**

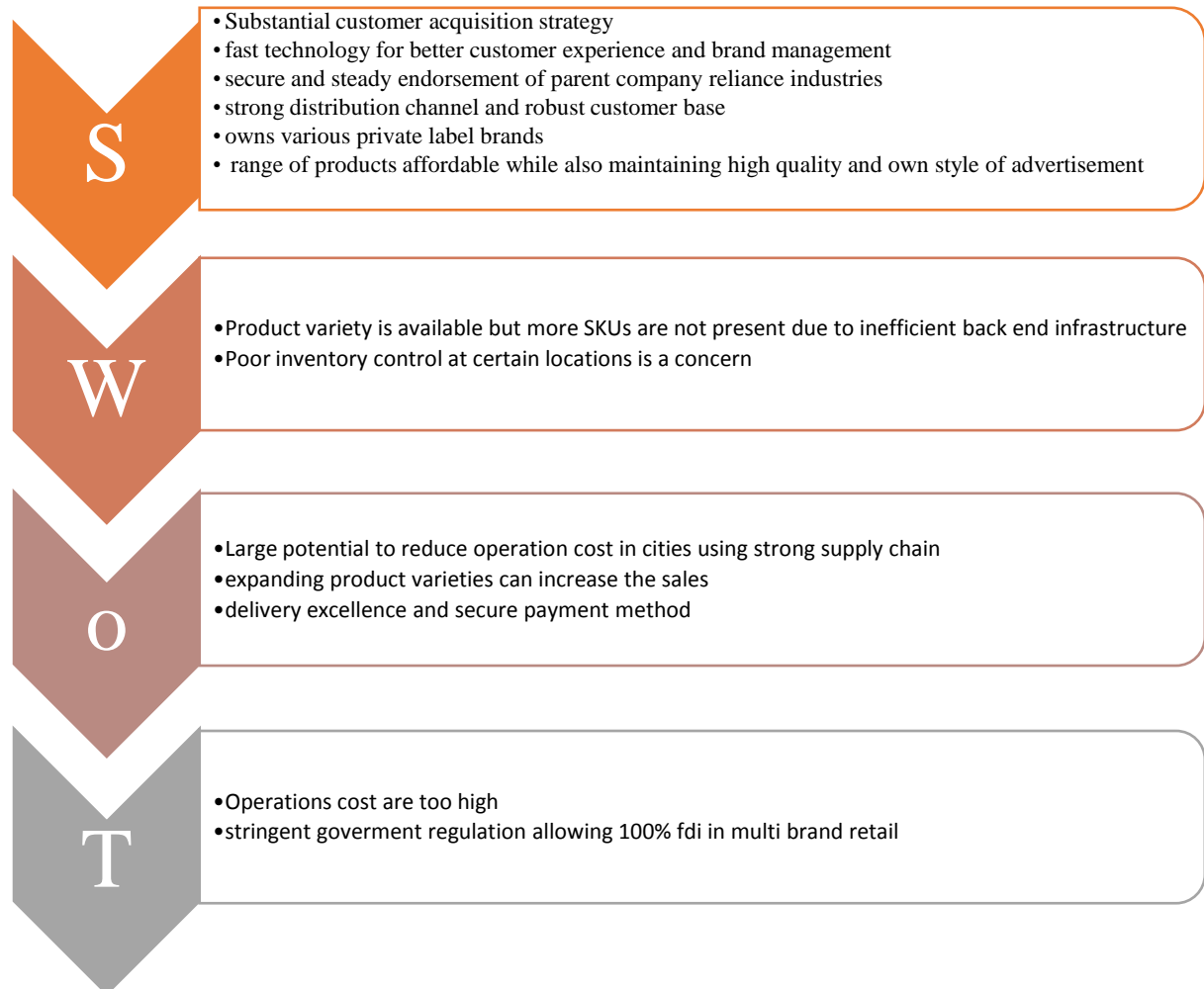
Reliance Industries Ltd, the oil to yarn conglomerate, launched its online fashion portal Ajio.com with the preview of its collection at the ongoing Lakme Fashion Week in Mumbai. Isha Ambani, Director of the Board of Directors of Reliance Retail, has been closely associated with the online fashion company since its conceptualization. Reliance has already

created an advanced internet infrastructure via Ajo and a robust physical retail business via Reliance Retail.

Ajio was launched worldwide on April 1, 2016 during Lakme Fashion Week with its headquarters located in Bangalore, Karnataka, India. The company is moving away from the traditional method of promotion that it wants to bring about a change in society by promoting body positivity and selling international clothing at affordable prices. They aim to connect emotionally with their customers, which is another reason for success.

AJIO, a fashion and lifestyle brand, is Reliance Retail's digital commerce initiative and is the ultimate fashion destination for handpicked, fashionable and priced styles that are the best with "Doubt is Out" philosophy. Celebrating fearlessness and uniqueness, Ajio constantly seeks to bring a fresh, current and accessible perspective to personal style.

A SWOT analysis from Ajio is included to deepen the identification of areas for improvement and concern for the company while highlighting aspects of the business that Ajio should continue to maintain.



At the heart of it all, Ajio's philosophy and initiatives underscore a simple truth: inclusion and acceptance as the only way to make our society a little more humane. And along the way, Ojust a little more stylish, whether it's creating capsule collections that make it easy to create

great looks, making exclusive international brands available in one place, reviving India's rich textile heritage through the Indie collection, or making great style an easy purchase through in-house brand AJIO Own.

**4.1.3 How Ajio implements eCRM:** Ajio has an extensive implementation of electronic customer relationship management with customer centric orientation. All customers are taken into account in ajio.in.

1. **Capsule collections:** If there is an opportunity to express your personal style, we have a capsule collection to match. Shopping for a specific atmosphere, event or style story has never been easier.
2. **The Indie Experience:** Our indie styles are literally art you can wear. They are carefully handpicked, so that only the most authentic and handmade pieces by craftsmen from the country and around the world make the cut.
3. **AJIO Style Tribe:** A haute couture editorial where we feature the coolest cats on the internet. This is where you can read the stories of these influencers and buy their great shooting looks.
4. **AJIO today:** Our daily trend spotlight that allows you to understand what's plugged in and what's going on, and what you should be carting right now. As they say, a trend every day keeps the blues away.
5. **AJIO recommends:** The storm of trends that hit us every season, we only recommend those that will put you on the list of successes. Beware of these regular highlights. This is where we celebrate and showcase our most stylish customers, who have given us a nod on social media while dressed in a fashionable AJIO style. You could very well be on the list too.
6. **Customer Service:** Reliance is known for its excellent customer service. Customers who purchase the products from their app have the ability to easily return and replace them, making it more reliable for their consumers. Apart from that, they have employees who are specially trained to answer all customer questions.
7. **Ajio app:** The Ajio app has a user-friendly interface that allows customers to easily browse products, which greatly facilitates a healthy customer experience. They even handle various offers and offer free home delivery ease.
8. **AJIO OWN:** Exclusive collection of international brands Exclusive International Brands and handpicked collection to facilitate the selection process of collections organized with an independent collection of all India Indie Experience.
9. **Programmatic retargeting:** Optimal bid based on user segments created on interest categories, user journey along the conversion funnel (homepage to checkout page) and other parameters, they exclude buyers from retargeting and margin-based bids available on platforms like Criteo Self-serve.
10. **SAP in Reliance:** My Sap software records and stores information about customers, various interactions with customers, their problems, etc., which employees from different departments of the company can access. This information is used by the organization to develop future plans that can better satisfy the customer and retain them for longer. Supports end-to-end customer-related processes – all customer-

related tasks across all departments integrating billing, shipping, etc. Provides customer intelligence across the enterprise – customer data for faster and better decision-making Delivers immediate value – enables you to address strategic priorities.

11. **Customer loyalty:** Various measures taken to draw attention to loyalty: 1) Opportunity to participate and win prizes through draws at regular intervals. 2) The points system that provides one point for every purchase of Rs 100. Discounts that prove useful for generating revenue are repeated in the future. Complaint management and grievance processing system at the customer service counter, which increases satisfaction.
12. **Communication with customers:** Regular offers are communicated by e-mail and SMS to Reliance One members. They try to create a database while organizing various special events in the store. Festive cards and other occasional cards are regularly sent to Reliance One customers. Gift certificates and discount coupons give the feeling of "care".
13. **Reliance One:** ROne Member has the right to earn ROne Points on the Platform when purchasing goods and making payment in this regard, in accordance with the policies and/or regimes introduced or in effect at that time. The ROne member earns 1 ROne point per hundred rupees (INR 100) spent to purchase Reliance's products and/or services on the platform.
14. **Direct mail triggers home delivery installation:** Home repair Repair Replace service Exchange Complaint Purchase Intent Personalized New offers and events Launches Solve special occasions Home Solution Home mapping home mapping Offers Win-back Wish Cards Product Catalog Getting-to-Know Satisfaction Feedback Satisfaction Offers Cross-Sell Feedback Service solutions Feedback.
15. **O2O Business Model:** It is also known as online to offline business model, is the one that is dedicated to offline businesses. This business model aims to focus on marketing physical stores in online marketplaces. Any ecommerce business that wants to use the O2O business model needs to develop a website to market the offerings. Reliance has used this business model to successfully launch and manage AJIO.
16. **In-store pickup:** AJIO also offers in-store pickup to allow customers to check products, choose according to their needs, and take directions from the store. This reduces the waiting time for delivery and improves sales. The customers get fair chances to try products before purchasing and this helps to reduce the product return rates. In addition, with the online payment facilities, customers can easily make payments. Timely sales help the platform get more business.
17. **Social Media:** Social networking sites like Facebook, Twitter, and Instagram offer a marketing approach to advertising products and services. The social network helps AJIO to market its products to a large number of customers and allows it to make huge profits.

18. **Artificial intelligence:** AJIO also uses artificial intelligence to track and analyze customer behavior. This also allows AJIO to ensure that it improves its services and products according to customer needs.
19. **Offers and discounts:** To win customers and retain them, it offers and discounts on its products. The offers and discounts are very attractive and this not only increases the sales of the products, but also ensures that customers keep coming back to the platform.

We recognize that e-CRM is not the single answer to attracting and retaining customers, nor are e-customers the only valuable customers. The Internet is not the only point of contact with customers; some customers still prefer the telephone or face-to-face communications. Customers should not be segmented based on the assumption they will predominantly choose the one point of contact with your business. Customers will require multiple points of contact such as Web sites, contact centres, salespeople, and so on. They will expect a consistent experience from one contact point to another. Therefore, the next step of the e-CRM application is actually integration with other points of contact, leading to a single view of the multichannel interactions including internal personnel as well as external customers.

To build e-CRM applications effectively in Indian companies, organizations should execute their implementation in phases, as this scenario provides several advantages. A fundamental advantage of breaking down the implementation into sizeable phases is that the entire endeavour is made much more manageable both in terms of complexity and costs. Another advantage is that this arrangement allows the effect of the e-CRM initiative to be demonstrated phase-by-phase so that appropriate analysis and subsequent fine-tuning can be performed for subsequent phases. Finally, there exists a myriad of e-CRM systems offered by different application vendors. A major consideration in deciding which e-CRM system to adopt depends largely on the compatibility of the system with the existing business processes, software, and hardware infrastructure in the enterprise.

### **Conclusion:**

Creating online trust is important and to build the stronger bondage for long term customer satisfaction and create customer life time value. Understanding the need of the customer based upon the requirement and commitment to provide within the time period. In Indian companies the interaction among the customers to be improved so that they can easily discuss their opinion about the product and give their valuable product feedback.

A reliance retail subsidiary. Ajio created advance internet infrastructure but there is no place for the customers to interaction among themselves. By creating a customer interaction will entail seamless integration among customers. Creating Trust, acquiring and maintaining customers can be possible only with handling query management and timely communication to provide the information with customers.

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