

## **A STUDY ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT(ECRM) PRACTICES IN FLIPKART**

**B.Nandini**

BTech, MBA(JNTUH), PHD(OU)  
Research Scholar  
Osmania University

**Prof. D Sreeramulu**

HOD-Department of Commerce and  
Management  
Osmania University

### **Abstract:**

*The world is changing dramatically with the Internet increasingly seen as the panacea for everything related to the customer processes. It is true that the Internet has significant potential to increase revenue, reduce costs and retain customers through better customer service. Flipkart Key adoption is customer centric approach that efficient meets all needs of the customer. To understand the flipkart customer retention, Customer Loyalty programs and customer satisfaction strategies in the competitive world. The main focus on building the electronic customer relationship management (ecrm) that helps flipkart to retain in the maximum profitability with cost effectiveness and building customer life time value. To build the strong eCRM the competitive advantages in retain the customers and understanding the customer behavior. The customer interactive services and persistence quality delivery management with efficient retrieval management.*

*Keywords: Customer Retention, Customer Loyalty, Customer satisfaction, Flipkart, eCRM*

### **Introduction:**

Flipkart clearly understands The Customer is the king of market by ecrm enabling an integrated fashion across all touchpoints. Electronic customer relationship management can help to reduce price sensitivity, activate price premiums, and create upsell and cross-selling opportunities. eCRM serves the customer with the best customer experience and creates valuable, loyal and satisfied customers through its electronic platform capabilities. eCRM (electronic customer relationship management) is the technology-centric relationship management framework. eCRM is the integration of traditional CRM with e-business applications, considered a technology-driven strategic relationship marketing business structure. The goal of eCRM is to create overall customer satisfaction at the endpoint level. They argue that services are becoming more convenient and less costly for clients; companies can increase revenue and reduce costs and, as a result, improve profitability and customer satisfaction.

Flipkart is providing the wide range of products and providing convenience shopping experience. It handled the review of fake customers by dividing based upon top review, Star rating and certified buyer reviews. And know the unethical sellers and crack down to maintain a high level of credibility and customer trust. To meet the objective of flipkart is to ensure that customers and sellers benefit mutually from a fulfilling shopping experience on its platform. The strategy of kid's advertisement and unique idea to promote the products. I also suggest to create an history of advertisement to showcase the tradition of each and every region to meet the needs of consume. Product customization and superior quality products to be maintained along with price stability. Flipkart ecosystem through safe commerce during

the covid time with customers safety at top priority by ekart delivery system. But the compensate when the services where not provided when deliveries on time was not reached. They have to improve the communication system for providing information in case of delivery problems and resolve the complaint within time frame.

### **Company Profile:**

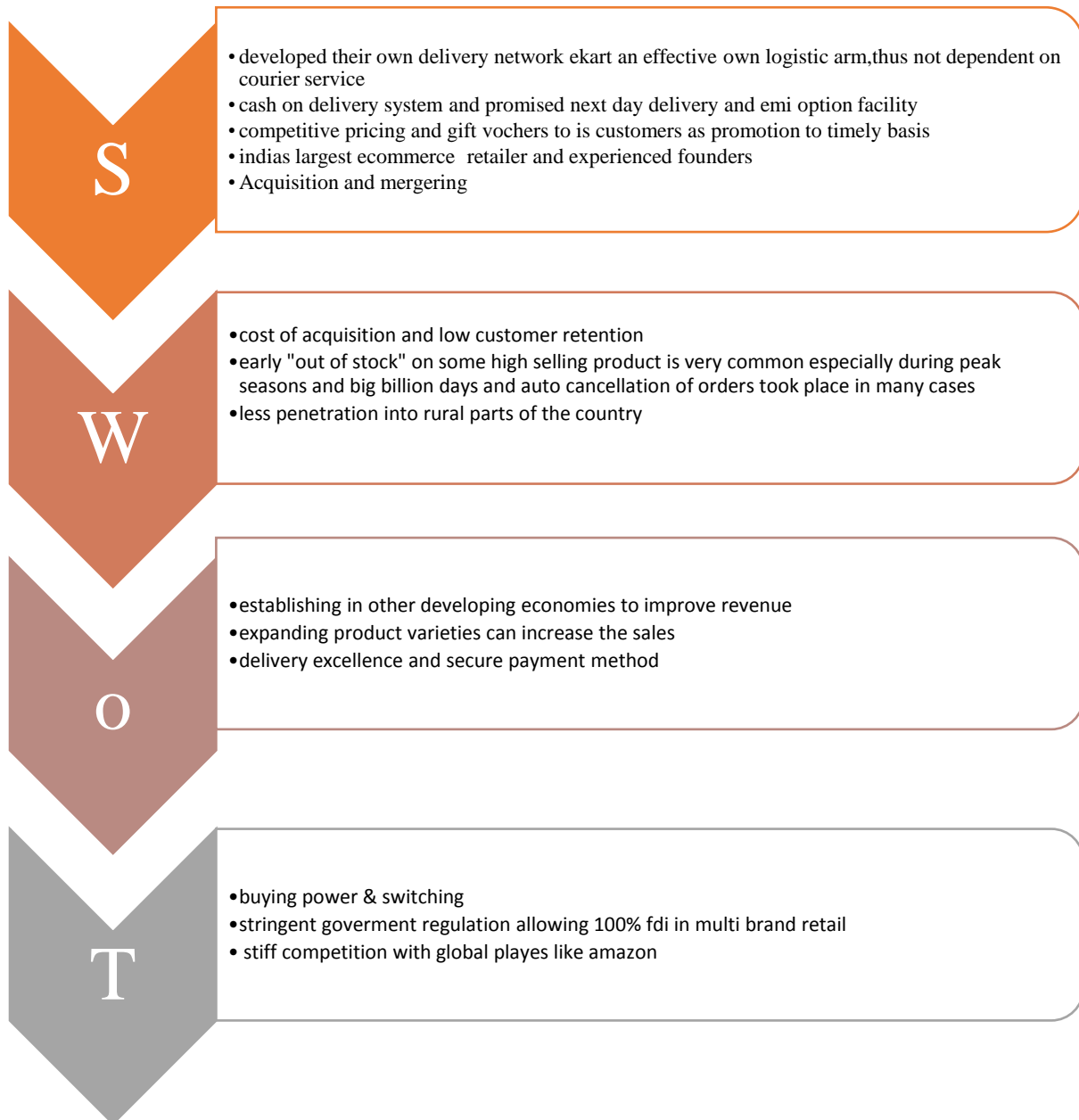
Flipkart is an Indian e-commerce company, headquartered in Bangalore, Karnataka, India, and incorporated in Singapore as a limited liability company. The company initially focused on selling books online and started with a bookstore of a two-bedroom apartment in Koramangala, Bengaluru in 2007 has now become one of the largest companies in India, and an incredible example of the potential for success for Indian startups. Sachin Bansal and Binny Bansal started an Internet business called Flipkart on September 15, 2007 to sell books online.

The service is mainly competing with Amazon's Indian subsidiary and its domestic rival Snapdeal. Launched by a passionate professional, it aimed to provide Indians with a good online shopping experience and excellent customer service. Technology initiatives were aimed at making search faster and much more convenient. Flipkart went live in 2007 with the aim of making books easily accessible to anyone with access to the Internet. As of March 2017, Flipkart held a market share of 39.5% of India's e-commerce industry. its market penetration is close to 60% and sales are growing at a rate of nearly 400% year-on-year with a relative decline in the last quarter.

### **Understanding Flipkart:**

Flipkart enables payment methods such as cash on delivery, credit or debit card transactions, net banking, eGift certificates, and card scanning on delivery. Flipkart is currently one of the largest online retailers in India, present in more than 14 product categories and with reach in about 150 cities and delivering 5 million shipments per month.

A SWOT analysis from Flipkart is included to deepen the identification of areas for improvement and concern for the company while highlighting aspects of the business that Flipkart should continue to maintain. The goal of this analysis is to provide an assessment of what is helping Flipkart achieve its achievements and the hurdles it must overcome to foster the company's desired continued and profitable growth.



**How to implement eCRM in flipkart:** The flipkart has an efficient use of electronic customer relationship management with focusing customer in mind.

- 1. Grocery/Super Mart:** Launching into the grocery sector, Flipkart presents Super Mart which aims to bring you the essential products of every day. From legumes, spices, dairy, personal and sanitary care, breakfast essentials, healthy drinks, spreads, ready-to-cook, from grooming to cleaning agents, we are happy to introduce you to everything you need to run a home. Now buy groceries for as little as 1 rupee only - our 1-rupee store presents new products every day for a nominal price of only 1 rupee. Terms and conditions apply.
- 2. Interpret customer behavior** eCRM is not here to change marketing, but to improve it by chaining opportunities to improve their efficiency and provide customer value.it

- reduces the costs involved in communicating with customers. flipkart ecrm is to improve customer service, retain valuable customers.
3. **Collect and analyze data on customer models for data storage:** Flipkart uses MySQL, and for caching, it uses Memcached. The company estimated large No SQL data stores to choose the best one for production. Flipkart uses Hadoop software and makes it easy to evaluate and manage data.
  4. **Develop predictive models:** Help control enterprise scaling by enabling additions and adjustments of requirements and resources as demand increases and decreases.
  5. **Respond with fast and efficient personalized communications:** The customer is informed at every step by email/text when the order has been confirmed → order summary and shipping details + tracker → inform the customer if the order has been delayed. Easy to contact the customer service team via their social media channels as well as a customer service number. Customer complaints are dealt with quickly and there are transparent return and exchange policies.
  6. **Offer product and service value to individual customers:** Flip kart allows its users to return products if they are not satisfied within 30 days with a full refund of the money or exchange for another product. This allows customers to shop online without worrying about the risks involved. It uses the Wallet feature to debit the refund money that can be used to make a purchase on the website.
  7. **Customer touchpoints:** eCRM systems support multi-channel touchpoints with the business and a key challenge is productivity, a consistent experience for the customer. offering multiple channels of interaction marks points of convenience for customers, but this advantage evaporates quickly if customers are forced to repeat themselves because one part of the organization is not synchronized with another.
  8. **Personalization and e-loyalty:** When executed correctly, ecrm implementation is designed as a digital loyalty cycle that continuously improves to create a sustainable competitive advantage.
  9. **Oriented towards customer management,** the company's philosophy echoes in their slogan "improve our service promise". The founders believe that huge discounts alone cannot support a successful business, customer satisfaction and preferences must be addressed to keep the flame burning. Flipkart was built on the fundamental foundations of reliability, speed, credibility, variety and quality. Providing good customer service allows Flipkart to enjoy high levels of customer satisfaction, generate repeat business and ensure positive word-of-mouth. Senior management believes that as the retail industry evolves, customer satisfaction will be a key success factor for most brands and organizations.
  10. **A customer-centric approach to management:** Flipkart can be considered the pioneer in introducing the skeptical Indian buyer into the online retailer. Flipkart was built on the fundamental foundations of reliability, speed, credibility, variety and quality. It uses customer relationship management as a differentiating factor. Providing good customer service allows Flipkart to enjoy high levels of customer satisfaction, generate repeat business and ensure positive word-of-mouth.

11. **Recommendation System:** Flipkart has an amazing recommendation system to make product discovery faster and seamless. The recommendation system used by Flip Kart predicts the user's intent and helps them connect to the products they need or may be interested in in an automated way. They help users in the following way: Help with research: similar products. Ex: recommendations to buy an Apple phone when browsing nokia phones. Helps to decide. Ex: people who saw this ended up buying. Complete the Ex-shopping experience: phone cases, laptop bags, etc. The evaluation of the Excite or Wow value at Flipkart is done through various measures such as: Relevance/ Quality Click-through Rate Visibility and Click-to-Order.
12. **Flipkart: the one-stop shopping destination:** Flipkart is home to everything from trendy electronics like laptops, tablets, smartphones, and mobile accessories to trendy fashion staples like shoes, clothing, and lifestyle accessories; from modern furniture like sofa sets, dining tables, and cabinets to devices that make your life easier like washing machines, time-saving televisions, air conditioners, mixer juicers and other household appliances; from home furniture such as cushion covers, mattresses and sheets to toys and musical instruments.
13. **Flipkart plus** A world of unlimited possibilities awaits customers with Flipkart Plus. It was launched as a loyalty reward program for all its regular customers with no subscription fees. Customers would have to earn 500 super coins to be part of this service. For every 100 rupees spent on Flipkart orders, plus members earn 4 super coins and non-more members earn 2 super coins. Free shipping, early access during sales and shopping festivals, exchange offers, and priority customer service are the main benefits of a Flipkart Plus member. In short, customers can earn more when they buy more.
14. **EMI free of charge:** In an effort to make high-end products accessible to everyone, the free EMI plan allows customers to shop under EMI, without paying a processing fee. This is applicable on certain mobiles, laptops, large and small appliances, furniture, electronics and watches. Customers can now shop without burning a hole in their pocket.
15. **Emi on debit cards:** Debit card holders account for 79.38 crore in the country, while there are only 3.14 crore of credit card holders. After enabling EMI on credit cards, in another attempt to make online shopping accessible to everyone, Flipkart introduced EMI on debit cards, allowing customers to shop with confidence without having to worry about breaks in monthly cash flow.
16. **Ekart Deliver System:** Flipkart pioneered the introduction of the COD payment option. It launched Ekart, a logistics wing to meet logistics requirements and to meet the growing demand for goods. It offers revolutionary services such as cash on delivery, a 30-day replacement policy, EMI options, free shipping, and e-wallet. Flip kart allows its users to return products if they are not satisfied within 30 days with a full refund of the money or exchange for another product. This allows customers to shop online without worrying about the risks involved. It uses the Wallet feature to debit the refund money that can be used to make a purchase on the website.

17. **High Automates process and query management:** by allowing repetitive processes to repeat themselves on their own instead of manual data management. Significantly reduce the labor cost of order processing through system integration. Reduces the need for additional manpower and resources to complete transactions. With automation, useful information can be derived and mapped such as customer churn rate, regular customers, purchase frequency, etc. Flipkart reaches its customers through multiple channels such as email, customer service, chat support, etc. and CRM allows the integration of all channels in the background to provide a quality customer experience.
18. **Flipkart Cloud Data Storage:** Cloud-based software and services are everywhere these days and the cloud has both advantages when applied to eCRM in flipkart. Nevertheless, the demand for cloud-based CRM solutions is growing and showing no signs of stopping. Cloud-based solutions typically have low initial entry costs and simpler configuration and maintenance. eCRM allows them to focus on what will have the greatest positive impact on their sales and customer service growth.
19. **Customer experience management:** Electronic customer relationship management becomes customer experience management. Flipkart Enables efficient collection and sharing of customer orders, sales information, delivery and shipping details, web traffic, and real-time analytics through internal and external channels.

### **Conclusion:**

ECRM is an operational process and depends on an institution's ability to know and respond/support customer needs and preferences. Based on the new discovery of moderating effects on e-CRM performance, institutions should continue to access customer relationships based on their lifetime relative profitability. Flipkart is customer-oriented and guided by an understanding of customers' change needs and concentrating on individual customer. Flipkart has maintained a long-term and profitable relationship, and it is able to constantly adapt their behavior towards individual customers. To improve a higher level of interaction relationship between supplier and buyer, organizational relationship support is very important as it is used to coordinate sales, marketing and service information systems in order to create a partnership with customers. The research results of this study suggest that concentrating on service quality satisfaction and trust in information will likely apply in a general contractor to increase its e-CRM performance.

### **Reference:**

- [1] Dr. T. N. Murty, N D Chandra Sekhar and S Vidya Sagar." *E-CRM Opportunities and Challenges in Digital World.*" national monthly refereed journal of research in commerce & management. volume no.2, issue no.3 (pp. 103-106).
- [2] Vajihe Moghrabi, Leila Akbarabadi, Razieh Mirnezhad and Amir Kariznoee." *Examining the role of Electronic Customer Relationship Management (E-CRM) on Attracting Customers in Internet Marketing.*" interdisciplinary journal of contemporary research in business.feb 2014 volume no.5, issue no.10 (pp.252-260).
- [3] Deepika (2015), "Emerging Trends in E-Commerce with special reference to Flipkart and Snapdeal", *Asian Journal of Multidimensional Research*, 4(3), 59-66, ISSN 2278-4853.



- [4] Dr. Tripathi, Priyanka & Dr. Tripathi, Prashant (2014), "Rise of Online Shopping in India and Customer Feedback on the Online Business Model of Flipkart", *International Journal of Research in IT and Management*, 4(3), 71- 85, ISSN 2231-4334.
- [5] Dr. M. Sree Sakhivelan." A Study on the Impact of E-CRM on E-Commerce." *global general for research analysis*. Feb 2014 volume no.2, issue no.3(pp.119-123)
- [6] Kothari C R, "Research Methodology Methods and Techniques", *New Age International Publications*, Fourth Edition, 2005.
- [7] Changsu Kim, Weihong Zhao, Kyung Hoon Yang. "An Empirical Study on the Integrated Framework of E-CRM in Online Shopping: Evaluating the Relationships Among Perceived Value, Satisfaction, and Trust Based on Customers' Perspectives." *Journal of Electronic Commerce in Organizations*, Volume no.6, Issue no.3.
- [8] Dolly, Amrut pruthi, "E-CRM Framework: Service to Customer Perspective", *International Journal of Advanced Research in Computer Science and Software Engineering* "Volume 4, Issue 4, April 2014 ISSN: 2277 128X.
- [9] Gurmeet Singh Saini and Sushil Kumar," *The Effect of e-CRM on Customer Satisfaction: An Empirical Study of Online Shopping Journal of Management and Science* volume 2 issue 5 2015, ISSN: 2249-1260
- [10]Wikipedia: "<http://en.wikipedia.org>."