



# **CUSTOMER RELATIONSHIP MANAGEMENT (CRM) AND ITS IMPLEMENTATION IN PUBLISHING HOUSE TO INCREASE CUSTOMER LOYALTY (WITH A SPECIAL REFERENCE TO OUTLOOK)**

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**Abstract-** The motive of the study is to understand and improve overall effectiveness of customer relationship management and after sales services for Publishing house. Customer Relationship Management is related with customer satisfaction directed at satisfying human wants through exchange of goods and services. The essence of any organisation is customer first and then the product. The aim of this Research is to study the importance of customer retention as a part of CRM which aims to know the customers view and their perceptions regarding the product, service of the organisation and offering them the best services for retaining them in future and making them brand loyal to their service.

**Key words:** CRM, Customer Retention, Publishing House

## **1. INTRODUCTION**

The aim of this report is to analyse and study the Customer Relationship Management (CRM) implemented in any publishing house. The research focus is on whether CRM implemented helped the company to increase its customer loyalty. Also it gave insight on how a lead is generated. The secondary objective is to understand the thoughts, trends, data and ways to expand the dedication of buyers.

### *1.1 Significance of the study:*

The significance of this study is that it would result in a better understanding of the consumer behaviour and the reason behind loyalty towards company's products.

The study and analysis of the sales and marketing strategies opted by the company to drive sales.

The study and consideration can provide better management to new and old clients.

### *1.2 Objectives of the study:*

The primary objective of the research is to understand the role of database and how it's helpful for CRM

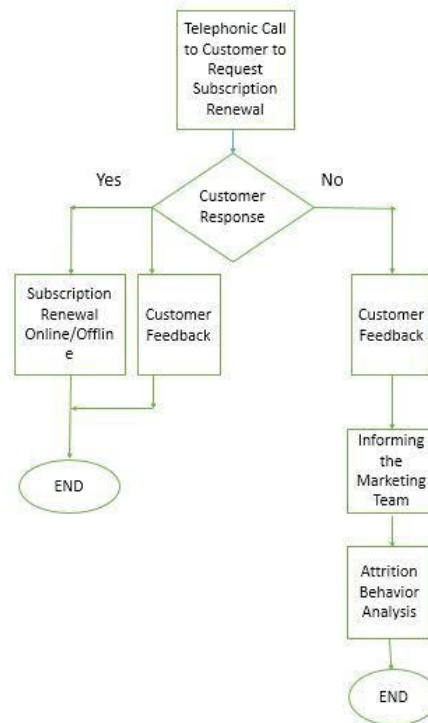
To find the most preferred Publishing house by readers.

The secondary objective is to understand the different buying behaviour of customers.

To identify the factors which motivate readers to purchase a magazine.

### *1.3 Customer Relationship Management (CRM) at OUTLOOK*

Customer Relationship Management is a process for dealing with related businesses and their collaboration with customers throughout the lifecycle. The CRM framework encourages organizations to stay in touch with customers, processes and revenue growth. CRM plays a fundamental role in the print media, especially in the magazine industry. By keeping close ties with customers, especially regarding not only the maintenance of Outlook client forms, customer behaviour can also provide its trends, needs and satisfaction with the project or the unmistakable management of photos. It also strengthens the company to understand the brand and brand respect that the Group brings to the market.



Example: CRM implementation Technique in Outlook Group

Generally, over 50 calls made at a time, only one got converted, which brought only one sale out of 50 calls to the old subscribers, giving it a ratio of 50:1. This leads to increase the focus of Outlook Group to retain more number of customers along with aligning new customer's also. Thus making the conversion rate very low. Therefore outlook CRM tries to directly approach the customer through telephonic call, personal calling instead of email or Post, and the sales team makes at least five to six calls to convince the less loyal customers which have been the old subscribers of Outlook Magazine to renew their subscription who constitute 60% of active Outlook Subscribers. However the efforts are not yielding the desired result and hence the focus has shifted to categorize the subscribers based on their previous subscription record, taking example those with 10 years or more subscription kept in tier 1 category and given maximum attention, those with 5-10 years in tier 2 category, those with 2-5 years in tier 3 and less than 2 years in tier 4 category.

#### 1.4 Customer Retention Strategy by any publishing house.

##### ➤ Digital Subscription (E-Magazine and App Based)

Including the business sector where traditional print journals are shrinking, as of July 2015, Outlook Group launched its application with an overall rating of 4.1, and all the content of the magazine is available in its application, but only in English and Hindi.

Application-based marketing is similar to registration and produces positive results because three months of participation in App Foundation are free. In any case, other major competitors adopt a similar approach to powerful application-based marketing, which is better understood by the content of the news available for the application and will have a total impact.

#### 1.5 Gift Offer on Subscription.

After a detailed analysis of the consumer's purchasing behaviour from the Outlook database, it was assumed that the most serious and loyal endorsers come from the east and south of the country for Outlook Money, business journals and Traveller. factor, in any case, in the north of India, it is necessary the Co-promotion so that the clients of the North part look for a better thought of the client, in this way Outlook launched several offers of gifts of the subscription of Outlook Magazine

## 2. LITERATURE REVIEW

### 2.1 The Magazine

Magazine journalism has generally been neglected by academic disciplines. Scholars have instead primarily concentrated on other cultural products and branches of journalism. The main reason for this is that magazines have not fully been taken seriously by either the journalism industry or academia.

Mckay Research paper 2004 Magazine: In contrast to hard news, magazines are thought to be light, less important and soft. Holmes and Nice note that researchers studying journalism often use the word magazine in a patronizing tone, linking it mainly to glossy consumer magazines for women. On the other hand, one can find academics that describe magazines with words like “heralds of social and cultural change” and “the main source of the innovations in the publishing industry that created the modern popular press

Customer Loyalty:Cunningham(1956) defined brand loyalty as that part of consumption which is exclusively dedicated to one brand that the customer often buys.

According to Drucker (1954), the principle purpose of any brand is to create satisfied customers. Increased loyalty has been found to lead to increased revenue (Fornell, 1992, Anderson and Lehman 1994) and reduction in the cost of future transaction (Reichheld1996; Bolton1998).

Day(1969) argues that brand loyalty involves more than the continuous purchase of the same brand, it is a habit. Based on this argument, Jacoby(1971) developed a framework that puts together customer behaviour and customer habit. The behaviour aspect refers to the constant repetition of buying a product over a period of years (subscription). Habit deals with the customer’s desire to buy a product again. Customer loyalty involves a reading habit, but also a yearlong relationship between the magazine and the customer. The reading habit, which leads to customer loyalty, is combined with a series of criteria, such as the way of buying magazines, reading time and personal characteristics as well as the place. That’s why a subscriber, for example, may have different views on the way of buying a magazine than an occasional buyer.

Therefore, according to Dick and Basu (1994) and also Oliver (1999), customer loyalty starts with a habit that may sometimes form an association with the brand.

According to Berry(1995), certain components and different elements are viewed as aspects of value, so that a whole administration might be described as a quality administration, Hence an organization that is dependable in terms of financial results and performance is a good sign of content quality for magazine customers.

John O Shaughnessy (1987) marketing strategy is a broad concept of how resources are to be utilised to achieve market success. The content for a marketing strategy shows how the key features of the offering (product, price, promotion and distribution) are intended to achieve firms objectives.

Different studies infer that magazines are more a service and not just a product, so it is necessary to give attention to the continuous subscription service. Continuous service means the subscribers take a magazine and get a discount on the cost for a long period, normally one or two years.

### 3. DATA ANALYSIS

#### 3.1 On Way Anova Test

##### Oneway

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Rate the following on the basis of your customer experience with Outlook Magazine- Carry Relevant Content	Northern India	38	2.92	1.217	.197	2.52	3.32	1	5
	Southern India	94	2.80	1.396	.144	2.51	3.08	1	5
	Western India	43	2.88	1.313	.200	2.48	3.29	1	5
	Eastern India	78	2.83	1.418	.161	2.51	3.15	1	5
	Central India	58	2.95	1.395	.183	2.58	3.31	1	5
	Total	311	2.86	1.362	.077	2.71	3.01	1	5
Active Customer Service	Northern India	38	2.50	1.202	.195	2.10	2.90	1	5
	Southern India	94	2.49	1.225	.126	2.24	2.74	1	5
	Western India	43	2.28	1.031	.157	1.96	2.60	1	5
	Eastern India	78	2.44	1.135	.129	2.18	2.69	1	5
	Central India	58	2.21	1.005	.132	1.94	2.47	1	5
	Total	311	2.40	1.134	.064	2.27	2.52	1	5
Builds Personal Relationships	Northern India	38	3.34	.994	.161	3.02	3.67	1	5
	Southern India	94	3.09	1.084	.112	2.86	3.31	1	5
	Western India	43	2.95	1.112	.170	2.61	3.30	1	5
	Eastern India	78	2.97	1.151	.130	2.71	3.23	1	5
	Central India	58	3.24	.979	.129	2.98	3.50	1	5
	Total	311	3.10	1.077	.061	2.98	3.22	1	5

Builds Personal Relationships	Northern India	38	3.34	.994	.161	3.02	3.67	1	5
	Southern India	94	3.09	1.084	.112	2.86	3.31	1	5
	Western India	43	2.95	1.112	.170	2.61	3.30	1	5
	Eastern India	78	2.97	1.151	.130	2.71	3.23	1	5
	Central India	58	3.24	.979	.129	2.98	3.50	1	5
	Total	311	3.10	1.077	.061	2.98	3.22	1	5
Convenient Payment options	Northern India	38	4.11	1.034	.168	3.77	4.45	1	5
	Southern India	94	3.71	1.206	.124	3.47	3.96	1	5
	Western India	43	3.98	1.058	.161	3.65	4.30	1	5
	Eastern India	78	4.21	.998	.113	3.98	4.43	1	5
	Central India	58	4.03	.955	.125	3.78	4.29	1	5
	Total	311	3.98	1.080	.061	3.86	4.10	1	5
Fullfill Expectations	Northern India	38	1.84	1.001	.162	1.51	2.17	1	5
	Southern India	94	1.90	1.058	.109	1.69	2.12	1	5
	Western India	43	1.58	.698	.106	1.37	1.80	1	3
	Eastern India	78	1.71	.899	.102	1.50	1.91	1	5
	Central India	58	1.78	1.093	.144	1.49	2.06	1	5
	Total	311	1.78	.977	.055	1.67	1.89	1	5

Fig 4.7: One-way Anova Test result on Sample Population

### Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Rate the following on the basis of your customer experience with Outlook Magazine- Carry Relevant Content	.980	4	306	.418
Active Customer Service	1.355	4	306	.250
Builds Personal Relationships	.183	4	306	.947
Convenient Payment options	2.724	4	306	.030
Fullfill Expectations	.925	4	306	.449

Fig 4.8: Test of Homogeneity of Variance

## ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Rate the following on the basis of your customer experience with Outlook Magazine- Carry Relevant Content	Between Groups	1.035	4	.259	.138	.968
	Within Groups	574.019	306	1.876		
	Total	575.055	310			
Active Customer Service	Between Groups	4.016	4	1.004	.779	.539
	Within Groups	394.337	306	1.289		
	Total	398.354	310			
Builds Personal Relationships	Between Groups	5.562	4	1.390	1.201	.310
	Within Groups	354.348	306	1.158		
	Total	359.910	310			
Convenient Payment options	Between Groups	11.435	4	2.859	2.496	.043
	Within Groups	350.449	306	1.145		
	Total	361.884	310			
Fullfill Expectations	Between Groups	3.731	4	.933	.978	.420
	Within Groups	291.960	306	.954		
	Total	295.691	310			

Fig 4.9: Anova Table

Ho: - There is no significant difference in the location of the subscribers and Magazine preference statement- Outlook Magazine carry relevant content.

Ha: - There is significant difference in the location of the subscribers and Magazine preference statement- Outlook Magazine carry relevant content.

P value= 0.968, Alpha= 0.05

$P > \alpha; 0.762 > 0.05$

Therefore, Ho is accepted.

Interpretation: There is no significant difference in the location of the subscribers and Magazine preference statement- Outlook Magazine carry relevant content.

Ho: - There is no significant difference in the location of the subscribers and Magazine preference statement- Outlook Magazine provide active customer service.

Ha: - There is significant difference in the location of the subscribers and Magazine preference statement- Outlook Magazine provide active customer service.

P value= 0.539, Alpha= 0.05

$P > \alpha; 0.539 > 0.05$

Therefore, Ho is accepted.

Interpretation: There is no significant difference in the location of the subscribers and Magazine preference statement- Outlook Magazine provide active customer service.

Ho: - There is no significant difference in the location of the subscribers and Magazine preference statement- Outlook Magazine builds personal relationship with its customers.

Ha: - There is significant difference in the location of the subscribers and Magazine preference statement- Outlook Magazine builds personal relationship with its customers.

P value= 0.310, Alpha= 0.05

$P > \alpha; 0.310 > 0.05$

Therefore, Ho is accepted.

Interpretation: There is no significant difference in the location of the subscribers and Magazine preference statement- Outlook Magazine builds personal relationship with its customers.

Ho: - There is no significant difference in the location of the subscribers and Magazine preference statement- Outlook Magazine provide convenient payment options

Ha: - There is significant difference in the location of the subscribers and Magazine preference statement- Outlook Magazine provide convenient payment options

P value= 0.043, Alpha= 0.05

$P < \alpha$ ; 0.043 < 0.05

Therefore,  $H_a$  is accepted.

Interpretation: There is significant difference in the location of the subscribers and Magazine preference statement- Outlook Magazine builds personal relationship with its customers.

$H_0$ : - There is no significant difference in the location of the subscribers and Magazine preference statement- Outlook Magazine fulfil expectations of its customers.

$H_a$ : - There is significant difference in the location of the subscribers and Magazine preference statement- Outlook Magazine fulfil expectations of its customers.

P value= 0.420, Alpha= 0.05

$P < \alpha$ ; 0.420 < 0.05

Therefore,  $H_0$  is accepted.

Interpretation: There is no significant difference in the location of the subscribers and Magazine preference statement- Outlook Magazine fulfil expectations of its customers

#### 4. MAJOR FINDINGS

One way Anova test was applied between Rate the following on the basis of your customer experience with Outlook Magazine and location of the readers.

- i) Mostly readers of magazine living in Northern India and Central India find Outlook Magazine content quality to be average.
- ii) All the readers from all around India find Outlook Customer service below average.
- iii) Readers living in Western and Eastern region of India rate Outlook Building Personal Relationship below average while the other parts of country rate it as above average.
- iv) All the readers belonging all different region of India strongly agree that Outlook offers convenient payment options to them.
- v) All the readers belonging all different region of India disagree that Outlook Magazines are able to fulfil their expectations.

Outlook Readers finds content to be relevant to be average. Also, they are not satisfied with customer service and feel that Outlook Group is not able to meet their expectations.

#### 5. CONCLUSION

- CRM in Outlook is trying to reach the sky and do the level best to reach the customer satisfaction level. They do perform when the query or the problem is generated and try to solve as soon as possible.
- CRM also have problems such as dealing with the delivery issues, delivery of wrong subscription, fake assured gifts, wrong edition of the magazines, as told by the customers during the feedback calls.
- CRM also faces issues regarding language barriers as magazines are available in Hindi and English language only.
- Future growth of print media specifically magazine industry is predicted to decline due to the evolution of Digital Media which is aligned in the next quarter goals for Outlook Group.
- Also as studied through the feedback calls and questionnaire responses, customers are looking for an improvised CRM, where the problems faced by the customers will be solved

#### 6. RECOMMENDATION

- Training for Salesperson: Salesman should be thoroughly explained about company's reputation, objectives, policies and prospects before selling the product. Salesman must be taught effective techniques of sales presentation before presenting directly to the customer.
- Improving CRM: CRM helps to know the customer in better way i.e. keeping reminders of important dates such as Anniversary or a Birthday, etc, sending automatic mails, conducting satisfaction survey, keeping track of renewal dates and many more. These things helps in building personal relationship with the customers and thus increasing loyalty. This is something missing in Outlook Group current CRM process.
- Customer Service: The research shows Outlook Readers are utmost satisfied with the post sales service offered by the company. Therefore, Outlook Group need to improve customer service by not only resolving the problems faced by the reader but also solving the late-magazine delivery issues.

#### 7. LIMITATION

- Validity & Reliability of the data are obtained depends on the responses from the customer.
- At times the respondents were busy with other work or with their family therefore some were not at all interested but just responded for the sake of answering.
- Due to human behaviour information may be biased.
- Since the sample size is small, minor variations may be found in the responses of consumers at large.

- Lack of interest and enthusiastic responses may have allowed biases in this report.
  - Test of sampling error could not be done due to the absence of data regarding the total population size.
- Correctness of this report is restricted and limited by the degree of authenticity of data collected and sincerity and honesty of respondents.

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