

To Study The Impact And Analysis Of CRM For The Customer With Respect To Industry Like Life Insurance Corporation Of India

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ABSTRACT:-

In a life insurance business close relationship with consumers or customers plays very vital and important role in business development. That's why, research of relationship of customers become very important for growth of organization like LIC of India. In recent days huge and intense competition is going on and demands of customers are increasing day by day. The idea of CRM and relationship marketing is focuses on cooperative as well as collaborative relation between customers LIC of India. Other important aspect of CRM is targeting of customer because all customers are not actual profitable for any individual company. That's why company has to become selective about customers and CRM becomes important and helpful to developing segmenting the market. In country like India insurance industry is developing industry and most of orthodox and domestic funded insurance companies have number of disadvantages like improper management, bad services wrong strategies, shortfall of sufficient capital which can affects competitive powers of industry but service industries have most important factor is customer's relationship management and customer satisfaction for this systematic updates techsavy management of customer relationship is very important. For Indian insurance

companies have need to learn how to create competitive customer relationship management and then they can achieve big share in world share market. In this research paper we are going to discuss about CRM activities with respect to LIC of India as well as focus on study of research importance, purpose, objectives, activities and conclusion.

Keywords:- CRM, Mergers, E.C.S, Payment Gateway, SBA, Portal, Grievance, IVRS, NPI, Zones.

Introduction-

Purpose of C·R·M-

Total propose OF CRM to enhancement of upgradation marketing & productivity. It is increase of mutual value of parties which involved in process and relationship. C.R.M have great capacity to improve productivity and creates interrelated values by increasing marketing share efficiency of product by increasing powerful market strategy. By adapting and achieving operational goals like reducing the both ration of excessive customers and consumer by fixing of prices & costs through retention of customer's economy. Companies can achieve greater marketing effectiveness. Companies can achieve marketing effectiveness by selecting proper marketing & sales force for its various procedures & programs by individualizing and personalization's their market offers for fulfilling & Serving the emerging needs of the individual customer Building the customer loyalty & commitments for penetrating to enter New market and development of New Market products. To the redefining & competition playing in the field of company. Definition of purpose also help in identifying suitable relationship for the partners those who have exception & capacities of fulfilling the goals. It will further help in evaluation of C.R.M. Performance by comparing results achieved against objective & purpose of C.R.M. The objectives can be specified in financial goals, marketing goals, operational goals, general goals, strategic goals. To achieve proper goals of corporate practices, suggest many or three types CRM programs which are continuity in Marketing efforts and it is also related with one marketing & Partnering the programs none.

Importance of C.R.M-

A C.R.M. consists of wide historical views as well as its analysis of all involved customers. This helps to reusing and co-relating customers & it is also helpful in fulfilment of customer needs, wants and desire effectively. It is also helpful in increasing the business.

In C.R.M. consists each & every details of customers it is very useful in tracking of target customers. It can be used to describe the profitable customers, and non-profitable customer.

In CRM system Customer can be Separated as per different criteria and type of business. They do not differ the physical locations & Allotment of different customers, Managers like an account manager. This helps in focusing and concentrating on each customer separately.

This system is not useful in dealing in old customers but it is also useful in dealing with the new customers. All process starts with the generation and identifying the new customers

and also maintaining all contracts & updated information as well corresponding details through C.R.M. system which is called as “opportunity Business”. The sales representatives & sales force trying to get large business volume by this customer targeting and using the C.R.M, activity forgetting customer apply the sophisticatedly follows up with them and converting them into a winning deal. The very important aspect of C.R.M is it is very cost effective. The advantage and benefit of implementation C.R.M system is very less manual work as well as paperwork and ultimately it requires very less staff & less manpower to manage the organization properly.

C.R.M, requires the less resource to work & deal with any activities in organization, Technology for implementing the C.R.M system is very cheap and very smooth to handle as compared to the traditional way of business.

All the depth & details in CRM, have been adopted centralized & easy to access which is available anytime on fingertips. It reduces the lengthy process, time, also increases productivity.

Effectively Efficiently dealing them with customers and providing them what they actually need to increase their satisfaction and requirement. It also increases chance to increase the business share which actually enhances the turnover and profit of organization.

Once customer is satisfied & convinced they always become the loyal about your business & product and ultimately it converts into increasing the customers' and business. Hence by the C.R.M. overall growth of business takes place.

CRMactivities inLIC->**1. SettlementofClaims:-**

Settlement of claims is a very important service to the policyholders. LIC has laid emphasison expeditious settlement of maturity as well as death claims During the year 2021-22, theCorporation has settled 7,111 Crore (Including Micro Insurance and Pension & GroupSchemes)compared to 5,743Croreinthepreviousyear.

2. AlternateChannelsofPremiumPayment:-

This refers to the facilities provided for the customer to pay the premium anywhere &anytime using payment option like standing instructions to bank, by means of Credit/DebitCards or Net Banking facility, through cash or cheque, resistance in a collection center ofBank,authorized serviceprovider orSelectAgent/Dev Officer.

3. Offlinepaymentchannelswherepremiumreceiptissentbypost:-

- a. **Electronic Clearance System (ECS):** - This facility is presently available at all 89centers enabled by RBI for ECS. Regional ECS is now available at all locations in 3States-Tamil Nadu, Andhra Pradesh and Karnataka. Through ECS, RECS, premiumcanbe collected forULIP andHealthInsurance (HI) policiesalso.
- b. **Electronic Bill Presentation and Payment (EBPP):** -Premium can be paidthrough various Banks like Citi Bank, HDFC, ICICI, Federal Bank, CorporationBank, Axis Bank, LIC Credit Cards and through Service Providers-Bill Desk andTech Process throughout the country. Premium can be also paid through Credit Card(Citibank Cards, ICICI Bank Cards, HDFC Bank Cards, Axis Bank Cards, AmericanExpress Cards, Diners Cards, RBS Cards, IndusInd Cards, SBI Cards, and HSBCCards) Barclays Cards, LIC Credit Cards (Corporation Bank & Axis Bank) availingthisfacility.
- c. **ATM:** Premium can be paid through any ATM of Corporation Bank and Axis Bankalso. Through EBPP & ATM, Premium can be collected for in force policies

only which are NOT with Monthly / Salary Savings Scheme (SSS) mode or under ULP or Health Insurance plan.

4. Online Payment channels, Valid Receipt issued instantly:-

a. Customers/Portal Payment Gateway: - Online premium payment on LIC Website, www.licindiaun with the help of Net Banking Facility of 50 major Banks and 26 Debit Cards. Premium can be paid for ULIP policies (excluding Health Insurance plan) also.

b. Banks: - Premium can be paid at any of the Branches / Extension Counter of Corporation Bank and Axis Bank.

c. Premium collection through Franchisees:-

- Premium can be collected only in CASH Receipts are issued by the collection center.
- No service charges are required to be paid to the collection center to avail this facility.

d. Senior Business Associate (SBA):-

Selected Development officers are authorized to collect the premium on line and issue receipt instantly Premium can be collected for conventional and ULIP (other than Health Insurance) policies by cash up to 5 lakhs and cheques with no upper limit.

e. Empowered Agents:-

Keeping pace with increasing customer expectation for more conveniences in policy servicing. Corporation has empowered selected Agents to collect renewal premium. At present, there are more than 23378 authorized Agents across the country, who can collect the premium (including ULIP but excluding Hi Policies) in CASH or CHEQUE and issue a valid receipt instantly.

a. Retired Employees Collection Payment:-

Some Retired Employees are also authorized to collect the premium on line and issue receipt instantly. Premium can be collected for conventional and ULIP (other than Health Insurance) policies.

a. Policy Information through SMS:-

Customers can get information on loan available, bonus accrual, revival quotation, premium position and nomination status by sending SMS at 56677 and typing ask lic policy number information required

b. Customers Grievance Redressed:-

The Corporation has Grievance Redressed Officers at Branch/ Divisional/ Zonal/ Central Office to redress grievances of customers. Their names and their availability timings are published in newspapers of wide circulation, from time to time and also available on our website.

c. IVILS (Integrated Voice Response System):-

IVRS are operating 24x7 from 15 cities, providing information to our customers. Any customer can contact our IVRS by dialing Universal Access Number (UAN) 1251.

d. Customer Zones:-

Customer Zones have been conceptualized as a 'one-stop center' for resolution of all servicing needs of a customer with special emphasis on 'Quality Experience'. At present, 2048 Customer Zones are operational throughout India.

e. Annuity Payments:-

Annuity policies serve the purpose of secured and guaranteed returns in old age. We have over 12 lakh policies where annuities are being paid. Eleven Individual Pension Plan (IPP) Cells throughout India take care of administration and servicing of these policies. Annuity payments are made through NEFT/ECS-direct to the Bank account of the annuitants.

5. Personnel & Employee Relations:-

a. Staff Strength:-

The number of employees of the Corporation as on 31.03.2020 was 114,000, as against 1,10,000 at the end of the previous financial year.

b. Employee Relations:-

Cordial and harmonious relations among employees were maintained throughout the year and the morale at the force was sustained to combat the challenges facing the industry.

c. Empowerment of Women:-

- At every stage in the Corporation, women officers/employees have contributed significantly.
- The strength of women employees in the various categories as on 31.03.2012 is as under.

6. Category Total Number No. of Women: -

Employees

Class Officers 28417-5375

Development Officers 25638861

Class III/IV employees 6571218059

Total 119767 24295

In the Corporation, Committees for prevention of sexual harassment at workplace

are functioning effectively at Central Office Zonal Office and Divisional Office level.

1. Reservation-National Policy Implementation:-

a. Scheduled Castes, Scheduled Tribes and Other Backward Classes: -

The Corporation has provided for reservation in favor of SC/ST/OBC in recruitment and promotions in accordance with the instructions issued by Government of India.

b. Persons with Disabilities:-

In accordance with the instructions issued by Government of India, the reservation of vacancies relating to jobs/posts identified for persons with disabilities in Class I, III and IV has been provided to the extent of 3%.

c. Ex-servicemen:-

The Corporation complies with the provision for recruitment of Ex-servicemen as per Government guidelines.

d. Housing Loan to Agents:-

Under the Agents Housing Scheme an amount of 43.56 crore was sanctioned as at 31.03.2012 to agents of the Corporation. The various staff housing schemes of the Life Insurance Corporation of India have been transferred to LICHEL.

Literature Review-

Bidhubhushan Mishra and Bishwamohan Dash (2016):

has described that on international scale number of Insurance Companies are computing & attracting as well as offering the plenty of products. The customers are demanding quick to better service from service providers for company like LIC have to upgrade the quality

transparency and integrity to retain the customers in long range for the past few year insurance was focused upon tax saving investment product to in insurance Sector. This study is based on customer impacts on relationship management practices as insurance sector in all over india & Maharashtra.

Srinivasa Rao,(2012) in his article explains that CRM implementation differs from organization to organizations but there are few common steps one needs to follow to ensure a successful implementation. There are many factors that could influence the success of CRM implementation goals of the CRM implementation and how it supports organization goals should also be estimated to employees. Therefore, it is important to focus as much importance on communications training and other aspects as much as the technology involved. It is highly essential to ensure that the system speaks of ease of usage and the ability to be easily customizable. Employees implementing CRM and forming a part of the CRM process range from the mediocre level right to management and to the employees at the very forefront. It is imperative that the business ensure that the CRM software chosen is easy to use and implant not only by a few employees but by everyone using the system. Hence this paper has selected some of the Indian industries and discussed how the CRM practices are implementing for the benefit of their customers.

Bose (2002) noted that CRM was invented because the customers differ in their preferences and purchasing habits. If all customers were alike, there will be little need for CRM. As a result, understanding customer drivers and customer profitability, firms can better tailor their offerings to maximize the overall value of their customer portfolio (Chen and Popovich). The attention CRM is currently receiving across businesses is due to the fact that the marketing environment of today is highly saturated and more competitive (Chou et al, 2002).

According to Greenberg (2004), CRM generally is an enterprise-focused endeavour encompassing all departments in a business. He further explains that, in addition to customer service, CRM would also include, manufacturing, product testing, assembling as well as purchasing, and billing, and human resource, marketing, sales and engineering Chen and Popovich (2003) argued that CRM is a complicated application which mines customer data, which has been retrieved from all the touchpoints of the customer, which then creates and

enable the organization to have complete view of the customers. The result is that firms are able to uncover and determine the right type of customers and predicting trend of their future purchases. CRM is also defined as an all embracing approach that seamlessly integrates sales, customer service, marketing, field support and other functions that touch customers (Chou et al, 2002). They further stated that CRM is a notion regarding how an organization can keep their most profitable customers and at the same time reduce cost, increase in values of interaction which then leads to high profits.

For customers, CRM offers customization, simplicity and convenience for completing transactions irrespective of the kind of channel of interaction used (Gulati and Garino, 2000). Many businesses today realize the importance of CRM and its potential to help them achieve and sustain a competitive edge (Peppard, 2000).

This view was further boosted by Bose (2002) that as a result of changing nature of the global environment and competition, firms cannot compete favourably with minor advantages and tricks that can easily be copied by competing firms. The implementation of CRM is an enabled opportunity to rise above minor advantages with real focus on developing actual relationships with customers. Firms those are most successful at delivering what customers want are the more likely to be leaders of the future.

Bull (2003) added (CRM makes it practicable for companies to find unprofitable customers that other companies have abandoned.

This position is supported by Galbreth and Rogers (1999) that CRM helps a business organization to fully understand which customers are worthwhile to acquire, which to keep, which have untapped potential, which are strategic, which are important, profitable and which should be abandoned.

Researcher also referred the Annual Report of LIC 2016/21 is study impact on CRM LIC business in India Research Scholar also referred the Annual Report of IRDA for recent position of CRM with LIC, 2020 to 2021. In 2003 Author Sheth J.N. studied and write the

C.R.M. emerging tools and applications published by Tata MC Graw till publishing company Ltd in New Delhi. Researcher also referred the site www.irda.gov.in and www.licindia.com.

Objectives

- 1) To study the importance of C.R. in actual business.
- 2) Analysis of role of C.R. in marketing strategies.
- 3) Learn about C.R. activities in LIC about Indian market.
- 4) To know about working of insurance sector in India.
- 5) To study the settlement of claims, channels of payment, ATM, S.B.A, agents in LIC of India.
- 6) To analyse the insurance market shares of LIC in India.
- 7) Learn about C.R. strategies laid by LIC of India.

Hypothesis

- 1) Customer relationship management between LIC and customers is very prompt and effective than the insurance player.
- 2) LIC is very popular and trusted brand as compare to other insurance companies.

Findings

- 1) Majority of customers have faith on LIC company as compare to the insurance companies.
- 2) So many customers are loyal with LIC due to their schemes and services.
- 3) Claim settlement is faster than other insurance companies.
- 4) Customer relationship management is better than other insurance company.
- 5) LIC is larger insurance player in Indian market and it is having huge C.R.M network in India.
- 6) LIC is more trusted brand in insurance sector in Indian market.

Conclusion

The specialty of C.R.M in LIC is reflects in many areas of marketing strategic decisions recent priorities is facilitated by the coverage of several parameters of marketing, LIC carries the prompt practiced of C.R.M. which very useful to customers as well corporation & industries. By observing these facts, it is found that Loyalty of customers towards LIC has been increased. Due to this effective CRM practices builds the customer relationship strongly. It is fundamental principle of any business & service industry like insurance Industry. It requires holistic market strategy and prompt process to make business successful.

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