

Customer Relationship Management as a Tool for Customer Delightedness With Special Reference to Sales Personnel Behavior in Textile Shops in Badulla Region, Sri Lanka

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Customer Relationship Management (CRM) is to build profitable relationships with customers to keep their loyalty towards the organization. It plays a vital role in textile shops as winning the loyalty is much difficult with huge competition. Sales personnel behavior plays a vital role while shaping up the customer satisfaction to a particular textile shop. Sales person is the first person who talks with customer and provides "first impression" to buying decision. He is responsible for sales of either a single product or the entire range of an organization's product.

The main objective of this study is to identify the relationship between sales person behavioral factors as CRM techniques to customer delightedness. Considering textile industry, eight sales personnel behavioral factors have been identified in relation to CRM practices in both negative and positive aspects. Primary data were collected through a survey by taking 50 customers who visited textile shops in Badulla urban area as the sample. Descriptive statistics and multiple- linear regression were used to analyze data by using mini-tab statistical package.

Results revealed that the sales person behavior is also one of the key factors to keep customer loyalty, retention and delightedness. R-Square value has been calculated as 0.59 and it explains 59% of the total variation in customer delightedness by sales personnel behavioral factors. Four sales person behavioral factors highlighted as interference, freedom of choice, positive response to customers and farewell greeting have been identified as most effective in maintaining good CRM practice. Proper training on CRM, self respect regarding their own, motivation and attitude change of sales staff are the factors to be considered to improve customer relationship.

Key words: Customer retention, Loyalty, CRM, Textile shops