



The Journal of Sri Krishna Research & Educational Consortium  
**INTERNATIONAL JOURNAL OF  
MARKETING AND  
MANAGEMENT RESEARCH**  
Internationally Indexed & Listed Referred e-Journal



## **CUSTOMER RELATIONSHIP MANAGEMENT IN MARUTI UDYOG LTD**

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### **ABSTRACT**

*Maruti Udyog Limited, a subsidiary of Suzuki Motor Corporation of Japan, has been the leader of the Indian car market for about two decades. The company has a portfolio of 11 brands, including Maruti 800, Omni, premium small car Zen, international brands Alto and WagonR, off-roader Gypsy, mid size Esteem, luxury car Baleno, the MPV, Versa, Swift and Luxury SUV Grand Vitara XL7. Maruti tops customer satisfaction again for sixth year in a row according to the J.D. Power Asia Pacific 2005 India Customer Satisfaction Index (CSI) Study.*

*As MUL is ranked No.1 consecutively for over six years for Customer Satisfaction, so this company will be best suitable to study its Customer Relationship Programs or Customer Relationship Management (CRM).*

*The purpose of this project is to:*

- *Relating the theoretical concepts of CRM to the policies that are followed in Maruti Udyog Ltd.*
- *Study the CRM policies followed by its competitors.*
- *Study the CRM policies followed by global players.*
- *Finding out some more policies that can be followed to increase customer satisfaction.*

### **METHODOLOGY**

*The case study method was selected to meet the purpose of this study for two reasons:*

- i. *It offers in-depth “real-time” insights into activities and outcomes of CRM practice as well as retrospective information on antecedents of CRM implementation.*

- ii. *It facilitates the collection of rich data from multiple sources of evidence, which is necessary for describing and understanding the complex and cross-functional nature of CRM.*