

THE EFFECTIVENESS OF CRM IN IMPROVING CUSTOMER ENGAGEMENT AT GETFARMS

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Abstract: Customer Relationship Management (CRM) has become a critical strategic tool in improving customer engagement and loyalty in various industries, including agri-tech. This study investigates the effectiveness of CRM at GetFarms, a company offering managed farmland investment solutions. By analyzing data from CRM users and internal systems, the study evaluates CRM's impact on customer satisfaction, retention, and operational efficiency. Statistical tools such as regression and ANOVA were used to interpret the results. Findings show mixed perceptions regarding CRM effectiveness, highlighting both strengths and gaps. This research offers valuable insights for improving CRM implementation to foster trust, personalization, and long-term relationships in agri-tech.

I. INTRODUCTION

The shift in business strategy from transactional models to customer-centric approaches reflects a broader transformation in how companies perceive value creation. In today's market, consumers expect more than just products or services—they seek personalized experiences, transparent operations, and responsive communication. This evolution necessitates tools and frameworks that can effectively manage complex customer interactions, and Customer Relationship Management (CRM) systems have emerged as central to this effort. CRM helps businesses collect, organize, and analyze customer data to anticipate needs, personalize outreach, and maintain long-term relationships.

GetFarms, an innovative agri-tech company that offers managed farmland solutions, leverages CRM technology to bridge the gap between urban investors and rural agricultural operations. The company uses CRM systems to deliver real-time updates about farmland activities, automate lead tracking, and manage customer inquiries. Through these capabilities, GetFarms ensures transparency and builds trust, which is critical when customers are investing in assets they may not physically visit often. CRM enables the firm to segment customers based on preferences, buying behavior, and location, allowing for tailored communication and offerings that increase satisfaction and engagement. By proactively addressing customer concerns and sharing progress milestones, GetFarms fosters a sense of involvement and partnership among its clients.

As digital engagement becomes integral to business operations, especially in tech-enabled industries like agri-tech, understanding the tangible benefits of CRM adoption is essential. For companies like GetFarms, CRM not only streamlines internal processes but also enhances the customer journey—from initial contact to post-sale service. The insights derived from CRM systems can inform product development, refine marketing strategies, and predict customer needs, giving businesses a competitive advantage. Moreover, in sectors like agriculture that have traditionally relied on face-to-face interactions, CRM brings scalability and consistency to relationship management. By highlighting real-world use cases and outcomes, organizations can better appreciate the strategic role of CRM in driving loyalty, fostering innovation, and achieving sustainable growth.

II. REVIEW OF LITERATURE

1. Mallikarjun Gadad and M. Ravikumar (2023): In their study, Gadad and Ravikumar explore the strategic role of CRM in strengthening customer relationships while reducing costs and enhancing productivity in Indian companies. They emphasize the importance of CRM in shifting business focus from products to customers, highlighting its significance in building lasting relationships and achieving organizational stability in India's competitive market.

2. M. Dhingra and V. Dhingra (2013): The Dhingras investigate the determinants of electronic customer relationship management (e-CRM) and its impact on customer satisfaction within India's banking sector. Their research identifies key factors influencing e-CRM effectiveness, such as technological infrastructure, customer data management, and personalized services, underscoring the critical role of e-CRM in enhancing customer engagement and satisfaction in Indian banks.

3. S. Srinivasan (2012): Srinivasan examines the integration of CRM strategies in Indian retail businesses, focusing on how these strategies influence customer loyalty and repeat patronage. The study finds that personalized communication, loyalty programs, and efficient service delivery, facilitated by CRM systems, significantly boost customer engagement, leading to increased sales and customer retention in the Indian retail context.

OBJECTIVES OF THE STUDY

Primary Objective:

- To evaluate the effectiveness of Customer Relationship Management (CRM) in improving customer engagement at Get Farms.

Secondary Objectives:

- To assess the role of CRM in customer retention.
- To identify challenges in CRM adoption at Get Farms.
- To explore the future scope of CRM in agribusiness.

III. RESEARCH METHODOLOGY

Research Design: Descriptive

Sample Size: 100 responses

Sampling Technique: random sampling

- **Data Sources:**
 - **Primary:** Structured questionnaires
 - **Secondary:** Internal company documents, journals, and online sources
- **Tools Used:**
 - Percentage analysis
 - Descriptive
 - One-way ANOVA & Regression analysis

DATA ANALYSIS AND INTERPRETATION (SUMMARY)

Low CRM Usage Among Respondents:

- The research shows that CRM usage is relatively low among respondents, with only 35% using CRM systems regularly and 44% having no usage at all.
- **Suggestions for Improvement:**
 - **Emphasize Success Stories:** Share success stories where CRM systems have led to tangible benefits, such as increased sales or improved customer service. This can motivate teams and highlight the potential value of CRM systems.
 - **Highlight ROI and Performance Gains:** Demonstrating clear returns on investment (ROI) and performance improvements from CRM adoption can encourage teams to embrace CRM systems. Show how CRM leads to better customer engagement, streamlined processes, and ultimately higher sales.

2. Gender Distribution:

- The gender distribution is balanced, with 52% male and 48% female respondents.
- **Suggestions for Improvement:**
 - Since gender does not seem to influence CRM usage, focus should remain on other factors such as training and system accessibility. Ensuring CRM systems are user-friendly and inclusive for all individuals, regardless of gender, is key.

3. Educational Background:

- The majority of respondents hold a high school diploma or a technical diploma.
- **Suggestions for Improvement:**
 - Providing targeted CRM training programs that cater to different educational backgrounds can help bridge the knowledge gap and encourage wider CRM usage. Offering resources like tutorials, easy-to-understand manuals, or video courses can also make the systems more accessible.

4. Employment Status:

- Self-employed individuals make up the largest group of respondents, with CRM usage being prevalent across different occupational groups.
- **Suggestions for Improvement:**
 - Self-employed people often have more flexibility to adopt new technologies. Encouraging CRM usage in businesses of varying sizes and industries can help highlight its versatility. Providing customized CRM solutions for small businesses and self-employed individuals may encourage broader adoption.

5. Professional Experience:

- A majority (29%) of respondents have 4 to 6 years of professional experience, indicating a prevalence of mid-level professionals in the sample.
- **Suggestions for Improvement:**
 - Mid-level professionals might benefit from CRM systems more than entry-level employees, given their role in decision-making. Highlighting how CRM systems can aid mid-level professionals in improving customer engagement and operational efficiency may encourage greater use of the system at this experience level.

6. Mixed Perceptions on CRM Effectiveness:

- Respondents have varied opinions about the effectiveness of CRM, with some users reporting positive experiences, while others are less convinced.
- **Suggestions for Improvement:**
 - **Provide Case Studies:** Sharing specific examples of how CRM systems have positively impacted businesses can help address mixed perceptions.
 - **Continuous Training:** Ongoing support and training could help users fully realize the potential of CRM systems and overcome any doubts or concerns.

7. Additional Studies with Larger Samples:

- **Suggestion:**
 - To enhance the credibility of the findings and provide a broader understanding of CRM adoption and effectiveness, conducting studies with a larger and more diverse respondent base is essential. This could involve collecting data from various industries, geographies, and organizational sizes.
 - **Add Qualitative Interviews:** Incorporating qualitative interviews can offer deeper insights into the specific challenges and expectations surrounding CRM systems. These in-depth interviews would allow participants to express concerns or satisfaction with CRM systems in a more detailed manner.

SUGGESTIONS

- Enhance CRM Training and Support:
 - Create customized training modules to educate users about and use key CRM features proficiently.
 - Offer ongoing learning in the form of workshops, videos, and help desks.
- Enhance CRM Integration and Usability:
 - Strengthen Monitoring and Feedback Mechanisms:
 - Implement routine user feedback loops to capture intelligence on CRM pain points.
 - Apply analytics to track usage patterns and tailor support where adoption is poor.

IV. CONCLUSION

Inconsistencies exist in CRM adoption and effects as many of the respondents were unaware of its utilities or not employing the system completely. Although few consider CRM an effective tool to manage leads and integrate them, most are apprehensive about CRM's efficacy for sales planning, customer experience, and tracking customer preferences. Statistical tests also endorse this uncertainty through limited support from strong correlations between CRM usage and performance measures.

In order to achieve optimal effectiveness from CRM, organizations will have to spend in user training, improve system integration, and embed a culture of data-driven use. Improved implementation strategies and feedback can enable CRM systems to turn into assets instead of being an underutilized tool and even improve customer relations and sales performance.

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