

**A Project Report on**  
**“A STUDY OF CUSTOMER RELATIONSHIP MANAGEMENT  
AS AN EFFECTIVE TOOL IN PROPERTY CLOUD  
COMPANY”**

Submitted to  
**Department of Management Sciences & Research (DMSR)**  
**G. S. College of Commerce and Economics, Nagpur**  
**(An Autonomous Institution)**

Affiliated to:  
**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur**

In partial fulfilment for the award of the degree of  
**Master of Business Administration**

Submitted by  
**Ms. Samiksha H. Bhandarkar**

Under the Guidance of  
**Prof. Shubhangi Jepulkar**

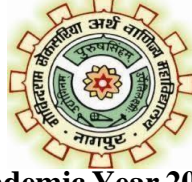
**Department of Management Sciences and Research**  
**G. S. College of Commerce & Economics, Nagpur**

**NAAC Accredited “A” Grade Institution**



**Academic Year 2023-24**

**Department of Management Sciences and Research  
G. S. College of Commerce & Economics, Nagpur  
NAAC Accredited "A" Grade Institution**



**Academic Year 2023-24**

## **CERTIFICATE**

This is to certify that **Ms. Samiksha H. Bhandarkar** has submitted the project report titled, "A STUDY OF CUSTOMER RELATIONSHIP MANAGEMENT AS AN EFFECTIVE TOOL IN PROPERTY CLOUD COMPANY" under the guidance of **Prof. Shubhangi Jepulkar** towards the partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination.

It is certified that she has ingeniously completed her project as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Accredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

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**Dr. Madhuri V. Purohit**

**(MBA Coordinator)**

**Place: Nagpur**

**Date:**

**Department of Management Sciences and Research,  
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**Academic Year 2023-24**

## **DECLARATION**

I, **Ms. Samiksha H. Bhandarkar** here-by declare that the project with title, “**A STUDY OF CUSTOMER RELATIONSHIP MANAGEMENT AS AN EFFECTIVE TOOL IN PROPERTY CLOUD COMPANY**” has been completed by me under the guidance of **Prof. Shubhangi Jepulkar** in partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Accredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

This project was undertaken as a part of academic curriculum and has not been submitted for any other examination and does not form the part of any other course undertaken by me.

**Ms. Samiksha H. Bhandarkar**

**Place: Nagpur**

**Date:**

**Department of Management Sciences and Research,  
G.S. College of Commerce & Economics, Nagpur  
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**Academic Year 2023-24**

## **ACKNOWLEDGEMENT**

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **Dr. Praveen J. Mustoor**, Principal, G. S. College of Commerce & Economics, Nagpur.

I tender my sincere regards to the Coordinator, **Dr. Madhuri V. Purohit** for giving me guidance, suggestions and invaluable encouragement which helped me in the completion of the project.

I am extremely thankful to my Project Guide **Prof. Shubhangi Jepulkar** for her guidance throughout the project.

I would like to thank **Dr. Archana Dadhe** for her constant support & guidance throughout the project.

Last but not the least, I am very much thankful to all those who helped me directly and indirectly in successful completion of my project.

**Ms. Samiksha H. Bhandarkar**

**Place: Nagpur**

**Date:**

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**CHAPTER I**  
**INTRODUCTION**

## **INTRODUCTION:**

### **CRM**

Customer relationship management (CRM) is a business strategy that focuses on building and maintaining strong relationships with customers. CRM involves the use of technology, processes, and strategies to manage interactions with customers, understand their needs and preferences, and provide personalized services and experiences that meet their expectations. The objective of CRM is to create long-term relationships with customers by providing them with consistent and high-quality experiences across all touch points. CRM enables businesses to gather customer data, analyze it, and use it to personalize interactions with customers, offer targeted marketing campaigns, and improve customer retention rates.

CRM systems typically include features such as customer data management, sales automation, marketing automation, and customer analytics. These features enable businesses to streamline their processes, reduce costs, and improve customer satisfaction. CRM is important because it helps businesses to differentiate themselves from their competitors by providing better customer experiences. CRM also enables businesses to identify and address customer issues quickly, improve customer retention rates, and increase customer lifetime value.

Overall, CRM is a powerful tool for businesses to build and maintain strong relationships with customers. By implementing a CRM system and adopting a customer-centric approach, businesses can improve customer satisfaction, increase loyalty, and ultimately, drive revenue growth.

### **History of CRM**

Early in the 1970s, yearly surveys or direct questioning were used to gauge customer satisfaction, giving rise to the idea of customer relationship management. Businesses at the time had to rely on independent mainframe systems to automate sales, but the level of technology allowed them to classify clients in lists and spreadsheets. The Farley File is among the most well-known predecessors of the contemporary CRM. The Farley File was a thorough collection of documents outlining political and personal information on persons FDR and Farley met or were expected to meet. It was created by James Farley, Franklin Roosevelt's campaign manager. People FDR met were amazed by his "recall" of information about their family, career, and political activities using

it. The term "database marketing" was first used in 1982 by Kate and Robert D. Kestenbaum to describe the process of gathering and analyzing client data using statistical techniques. [Reference required] In 1986, Pat Sullivan and Mike Muhney introduced ACT, a customer assessment system built on the idea of a computerized Rolodex that for the first time provided a contact management service. In an effort to optimize lead potential, several businesses and independent developers adopted the trend. Tom Siebel of Siebel Systems, who built the first CRM system, Siebel Customer Relationship Management, in 1993, was one of these developers. The well-known enterprise resource planning (ERP) software providers like Oracle, SAP, Peoplesoft (an Oracle subsidiary as of 2005), and Navision began expanding their sales, distribution, and customer service capabilities with embedded CRM modules in order to compete with these new and rapidly expanding stand-alone CRM solutions. This includes integrating CRM elements from their ERP such as sales force automation or expanded customer service (such as enquiry, activity management).

Due to the efforts of Siebel, Gartner, and IBM, customer relationship management became well known in 1997. Leading CRM products gained shipping and marketing features between 1997 and 2000. Siebel released Siebel Sales Handheld, the first mobile CRM application, in 1999. Other top vendors at the time, including as PeopleSoft (bought by Oracle), Oracle, SAP, and Salesforce.com, quickly embraced the concept of a standalone, cloud-hosted client base.

Sugar CRM created the first open-source CRM system in 2004. CRM was quickly moving to the cloud during this time, making it available to solopreneurs and small teams. A massive wave of price reductions resulted from this increase in accessibility. Around 2009, programmers started thinking about ways to capitalize on the popularity of social media and created tools to assist businesses in becoming visible on all customers' preferred networks. The tendency at the time to offer just social CRM systems was advantageous for several firms, including Base and Nutshell. The elements that systems should have in order to be categorized as CRM solutions were outlined at the inaugural Customer Relationship Management Summit, which Gartner planned and conducted the same year. Most of the well-known CRM packages were integrated with BI platforms and communication tools in 2013 and 2014 to enhance internal communications and end-user experiences. The current tendency is to either replace generic CRM systems with ones that are industry-specific or to make them sufficiently scalable to accommodate the demands of all businesses.



## Ingredients of CRM

Take a look at the following illustration. It shows the ingredients that work together to form a successful CRM system.



Here are some of the important ingredients of CRM –

- **Analytics** – Analytics is the process of studying, handling, and representing data in various graphical formats such as charts, tables, trends, etc., in order to observe market trends.
- **Business Reporting** – Business Reporting includes accurate reports of sales, customer care, and marketing.
- **Customer Service** – Customer Service involves collecting and sending the following customer-related information to the concerned department –
  - Personal information such as name, address, age
  - Previous purchase patterns.
  - Requirements and preferences.
  - Complaints and suggestions.

- **Human Resource Management** – Human Resource Management involves employing and placing the most eligible human resource at a required place in the business.
- **Lead Management** – Lead Management involves keeping a track of the sales leads and distribution, managing the campaigns, designing customized forms, finalizing the mailing lists, and studying the purchase patterns of the customers.
- **Marketing** – Marketing involves forming and implementing sales strategies by studying existing and potential customers in order to sell the product.
- **Sales Force Automation** – Sales Force Automation includes forecasting, recording sales, processing, and keeping a track of the potential interactions.
- **Workflow Automation** – Workflow Automation involves streamlining and scheduling various processes that run in parallel. It reduces costs and time, and prevents assigning the same task to multiple employees.

### **Importance of CRM:**

- Customer relationship management is the most effective and efficient way to maintain and develop customer relationships.
- CRM is more than just a business concept; it also envisions strong interpersonal bonds. This kind of bonding drives the business to new heights of success.
- The more sophisticated the strategies used to implement customer relationship management, the stronger and more fruitful the business, it is believed.

The following are the Importance and Strategies of CRM software



- **Cost-effective:**

Cost-effectiveness is one of the most important aspects of CRM for businesses. It helps to reduce process costs in a variety of ways. First and foremost, it reduces the amount of paperwork involved in various processes.

It also reduces the need for manual labor in businesses as the database are stored digitally. As a result, the number of people needed for manual labor decreases. CRM, as a whole, helps businesses cut costs.

- **Improve Productivity:**

The CRM technique is extremely effective, which improves business performance when compared to the traditional model. Data stored in a database is accessible at any time and from any location.

This reduces the time required to search for and obtain the necessary information. When information is easily accessible, it facilitates quick decision-making. As a result, businesses will be more productive.

- **Retain Customer:**

Retaining customers is the most difficult task for any business. In today's competitive market, customers are switching from one product to another more frequently. CRM helps businesses retain and maintain long-term customer relationships.

CRM provides businesses with all market information and aids in understanding the needs and market expectations of their customers. This will help us to provide better service to them. When customers are treated well, they become loyal to a brand.

- **Understanding the Customer:**

Customer Relationship Management (CRM) is a customer-centric technique that necessitates a thorough understanding of customers. CRM techniques are primarily aimed at business clients. It assists businesses in gathering all required customer information.

A company can better serve its customers after gaining a thorough understanding of them. CRM enables companies to provide better customer service.

- **Increasing the Number of Customer:**

It isn't just about serving and understanding existing business customers. CRM aims to assist businesses in acquiring more and more customers, as well as growing the customer base and retaining them for an extended period of time. CRM establishes a channel of communication between customers and businesses.

It helps businesses gain a clear understanding of what their customers want. As a result, businesses develop policies for acquiring new customers.

- **Developing Company Image:**

Every company wants to have a positive market image. Reputable companies, on the other hand, benefit from a slew of advantages in the marketplace. Customers are easily swayed in favor of certain brands. A positive company image also aids in the acquisition of market funds. Customers shape a company's image.

Customers who are treated well and are satisfied with the company's products and services will undoubtedly spread the word about it. The company's market image will improve as a result of this.

- **Increasing Business Growth:**

CRM plays a critical role in increasing a company's profits and turnover. CRM assists in the long-term acquisition of new and loyal customers. These devoted customers make repeat purchases, which boosts the company's revenue. The

accumulation of large sums of money assists businesses in growing in size. CRM contributes to shareholder value in this way.

The above marketing strategies are implemented as part of a CRM system to develop high-end marketing business. As a result, a company must incorporate them by carefully anticipating change, testing its performance, and assembling the best possible combination of these strategies to understand and deliver the needs of customers and maximize its marketing growth.

### **Features of CRM:**

- Sales Force Automation
- Journey Orchestration
- Process Management
- Omnichannel
- Analytics
- Sales Enablement
- Performance Management
- Predictive Sales
- Customization
- Marketing Automation
- Team Collaboration
- Remote work
- Mobile apps
- Security
- Developer Platform

## **Benefits of CRM:**

Implementing a Customer Relationship Management (CRM) system offers numerous benefits to businesses across various industries. Here are the key benefits of CRM implementation:

1. Improved Customer Relationships
2. Enhanced Customer Service
3. Streamlined Sales Processes
4. Targeted Marketing Campaigns
5. Data Centralization and Accessibility
6. Data-driven Insights and Reporting
7. Increased Efficiency and Productivity
8. Scalability and Growth

**CHAPTER II**  
**COMPANY PROFILE**



**COMPANY DETAILS:**

Company Name	Property Cloud
Date of Establishment	2017
Establishment Place	India
Founder	Subodh More
Net Worth (as on 2020)	₹150 crore
Telephone No.	099673 44428
Registered Address	Property Cloud ,209 2nd Floor, D-Wing, Twin Arcade complex, Military Rd, Marol, Andheri (E, Mumbai, Maharashtra 400059)
Fax	02249734577
Company Status	Active
Website	<a href="http://www.Property Cloud.com">www.Property Cloud.com</a>

Property Cloud Corporation is a Real Estate company that provides a wide range of cloud-based business applications. The company was founded in 2017 by Subodh more, and is headquartered in Mumbai, India, with additional offices in the United States and around the world.

Property Cloud's flagship product is its customer relationship management (CRM) software, which helps businesses manage their interactions with customers and prospects. The company also offers a suite of other business applications, including project management, invoicing, accounting, humanresources, email marketing, and more.

Property Cloud prides itself on offering affordable, easy-to-use software solutions. The company are designed to be highly customizable, allowing users to tailor them to their specific needs. Property Cloud also provides extensive customer support, including customer Satisfaction, online Sites, and Supported Managers.

In addition to its core business applications, Property Cloud has developed services, including a cloud-based office suite, an online marketplace for extensions and add-ons, and a platform for building and deploying custom applications. The company has also made several acquisitions over the years, expanding its capabilities in areas such as marketing automation, sales intelligence, and web conferencing.

The list of awards is countless as we have always been resulting driven. Be it Trophies, Awards or Words. Property Cloud has always been appreciated for its high performing, well-groomed team & sales expertise.

### **Company Logo**



## **Key products and services offered by Property Cloud include:**

**Property Cloud CRM:** A comprehensive customer relationship management platform that helps businesses track and manage their sales, marketing, and customer support activities.

**Property Cloud Books:** Cloud-based accounting software that simplifies financial management, including invoicing, expense tracking, inventory management, and reporting.

**Property Cloud Projects:** A project management and collaboration tool that allows teams to plan, track, and collaborate on projects, ensuring efficient execution and timely delivery.

**Property Cloud Desk:** Customer support software that enables businesses to provide seamless multichannel support and deliver exceptional customer experiences.

**Property Cloud Campaigns:** An email marketing automation tool that helps businesses create, send, and track email campaigns, segment their audience, and analyze campaign performance.

**Property Cloud People:** A cloud-based HRMS that streamlines HR processes, including employee on boarding, attendance tracking, performance management, and HR analytics.

**Property Cloud Creator:** A low-code development platform that enables businesses to build custom applications without extensive programming knowledge.

Property Cloud takes pride in its commitment to data security and privacy. Their applications are designed to protect sensitive information and comply with global data protection regulations.

Worldwide Customers, Property Cloud caters to businesses across various industries, including Customer support, satisfaction of customers and more the company has a global presence in various cities. Property Cloud's mission is to aggregate the supply of Real Estate by aggregating all RERA Registered Projects, under radiate platform, to create a one stop shop for buyers of Real Estate in India.

## **Features and Capabilities of Property Cloud CRM:**

Property Cloud CRM, developed by Property Cloud Company, offers a wide range of features and capabilities to effectively manage customer relationships and streamline sales processes. Here are some key features and capabilities of Property Cloud CRM

**Contact and Lead Management:** Property Cloud CRM provides a comprehensive contact and lead management system. It allows businesses to store and organize customer information, track leads, and manage interactions throughout the customer lifecycle. Users can capture leads from various sources, assign leads to sales representatives, and track their progress through customizable pipelines.

**Sales Force Automation:** Property Cloud CRM enables sales teams to automate and streamline their sales processes. It provides features like opportunity tracking, deal management, and sales forecasting. Users can track sales activities, update deal stages, and collaborate with team members. Sales forecasts can be generated based on historical data and pipeline analysis, helping businesses make informed sales decisions.

**Email Integration:** Property Cloud CRM seamlessly integrates with email platforms, allowing users to manage their emails within the CRM system. Users can send and receive emails, track email interactions, and synchronize email conversations with relevant leads or contacts. This integration enhances productivity and ensures that all communication history is accessible in one place.

**Workflow Automation:** Property Cloud CRM offers workflow automation capabilities to streamline routine tasks and improve efficiency. Users can create customized workflows to automate processes such as lead assignment, task creation, and follow-up reminders. Workflow rules can be defined based on specific conditions and trigger actions based on predefined criteria.

**Collaboration and Communication:** Property Cloud CRM facilitates collaboration and communication among team members. Users can share information, collaborate on deals, and communicate internally through feeds and discussions.

Real-time notifications keep users updated on important activities and allow for seamless team collaboration.

**Reporting and Analytics:** Property Cloud CRM provides robust reporting and analytics features to gain insights into sales performance, customer behavior, and marketing campaigns. Users can create customizable reports and dashboards, visualize data with charts and graphs, and analyze key metrics. This enables data-driven decision-making and helps identify areas for improvement.

**Mobile Access:** Property Cloud CRM offers mobile applications for IOS and Android devices, allowing users to access CRM data on the go. Users can view and update customer information, manage tasks and activities, and track sales progress from their mobile devices. This mobility ensures that critical information is accessible anytime, anywhere.

**Integration Capabilities:** Property Cloud CRM integrates seamlessly with various third-party applications, enabling businesses to extend the functionality of their CRM system. Integration options include popular tools for email marketing, customer support, collaboration, accounting, and more. This integration ecosystem enhances productivity and enables a seamless flow of data between different systems.

**Customization and Scalability:** Property Cloud CRM provides extensive customization options to tailor the system to specific business needs. Users can customize fields, layouts, and modules to match their unique requirements. The system is also scalable, allowing businesses to adapt as their customer base and operations grow.

**Security and Data Privacy:** Property Cloud CRM prioritizes data security and offers robust measures to protect customer information. It provides role-based access controls, data encryption, secure data centers, and compliance with industry standards and regulations, ensuring the privacy and security of customer data.

**CHAPTER III**  
**LITERATURE REVIEW**

## **LITERATURE REVIEW:**

**Payne, A. and Frow, P.**, “A Strategic framework for customer relationship management, *Journal of Marketing*, vid. 69, no. 4, 2005, pp. 167-176 The main purpose of this paper is to discuss the importance of developing an intimate understanding of customers, Customer intimacy is the second of the primary phases of the customer relationship management (CRM) value chain.

**Ruma Panda, Dr. A. N. Nandakumar,**” A Survey of Customer Relationship Management”, *International Journal of Innovative Research in Computer and Communication Engineering (An ISO 3297: 2007 Certified Organization)* Vol. 3, Issue 11, November 2015

Origins of CRM technology the building blocks of today’s customer relationship management (CRM) technology have been in place for several decades. Customer relationship management has evolved from a range of stand-alone technologies including call centers, sales force automation systems and customer information files, some of which date back to the 1970s and beyond.

**Raab, G., Ajami, R.A., Gargeya V. & Goddard, G.J. (2008)** “Customer relationship management: a global perspective” *Gower Publishing Journal of Leisure Research*, 29:3, 355-358, One of the fundamental propositions of customer relationship management (CRM) is that not all customers should be managed in the same way. This is largely because they represent different revenue and cost profiles for the company. Some customers might be offered customized product and face-to-face account management; others might be offered standardized product and web-based self-service. If the second group were to be offered the same service levels as the first, they might end up being profit-takers rather than profit-makers for the company.

**CHAPTER IV**  
**RESEARCH METHODOLOGY**



## **RESEARCH METHODOLOGY**

Research methodology refers to the systematic approach or process used to conduct research studies. It involves the techniques and methods that researchers use to collect and analyze data in order to answer research questions or test hypotheses. The research methodology is a crucial aspect of any research study as it determines the accuracy, reliability, and validity of the study results.

Here's an outline of the potential research methodology:

### **Research Objective:**

The primary objective is to assess the effectiveness of CRM in engaging and retaining customers.

The specific focus is on evaluating Property Cloud Company's CRM system and its impact on customer engagement and retention.

### **Research Design:**

Determine the research approach (qualitative, quantitative, or mixed methods) based on the research objective and available resources.

Consider conducting a mixed methods approach to gain a holistic understanding of the topic.

Define the target population, such as Property Cloud CRM users or Property Cloud Company's customers.

The research design should be developed to guide the study, including the type of study, the research population, the data collection methods, and the data analysis

## **Data Collection:**

The data collection method can be classified into two methods: -

### **Primary Data:**

Data collected by a researcher is known as primary data. It is collected by a person for his own use obtained from findings. This is considered as first-hand information. This is that data which is collected by us to meet our own specific purpose. New leads of data collection is very popular particularly in big organizations

### **Secondary Data:**

Secondary data means data that are already available. They refer to data which has already been collected and analyzed by someone else. Old data calling or old customers calling. This type of data information can also be used by the researcher for his use as second hand information sources through which secondary data can be collected

Mainly, secondary data is used such as

- Annual Reports of Company
- Website
- Company journal

**Quantitative Data:** Design and distribute surveys or questionnaires to collect quantitative data. Measure customer engagement and retention metrics such as customer satisfaction, loyalty, repeat purchases, etc.

**Qualitative Data:** Conduct in-depth interviews or focus groups with Property Cloud Company's customers to gather qualitative insights on their experiences with Property Cloud's CRM system and its impact on engagement and retention.

### **Data Analysis:**

**Quantitative Analysis:** Use statistical analysis techniques to analyze survey responses and quantitative data collected. Evaluate correlations between CRM usage and customer engagement/retention metrics.

**Qualitative Analysis:** Transcribe and analyze interviews or focus group data using thematic analysis or other appropriate qualitative analysis methods. Identify recurring themes and patterns related to CRM usage and its impact on engagement and retention.

## **Problem Statement:**

This study seeks to investigate the role of Customer Relationship Management (CRM) as an effective tool in Property Cloud Company, focusing on how it can enhance customer satisfaction and loyalty, identify gaps in current practices, and provide strategic recommendations for improvement.

## **Need of Study**

In the highly competitive real estate market, maintaining strong relationships with customers is essential for business success. Customer Relationship Management (CRM) systems are critical tools that help companies manage interactions with current and potential customers, streamline processes, and improve profitability. This study aims to explore how CRM can be utilized effectively in Property Cloud Company to enhance customer satisfaction, loyalty, and overall business performance.

## **Objective of study**

1. To examine the concept of customer relationship management and its significance in enhancing customer engagement and retention.
2. To investigate the key features and benefits of CRM systems and how they can be used to support customer engagement and retention strategies.
3. To analyze the role of Property Cloud Company's CRM system in customer engagement and retention.
4. To identify best practices and strategies for effective use of CRM systems to engage and retain customers.
5. To assess the impact of Property Cloud Company's CRM system on customer satisfaction, loyalty, and retention.

## **HYPOTHESIS OF THE STUDY:**

H0: Null Hypothesis

Property Cloud's company CRM system has no impact on customer engaging and retaining.

H1: Alternative Hypothesis

Property Cloud's company CRM system has a positive impact on customer engaging and retain

## **LIMITATIONS:**

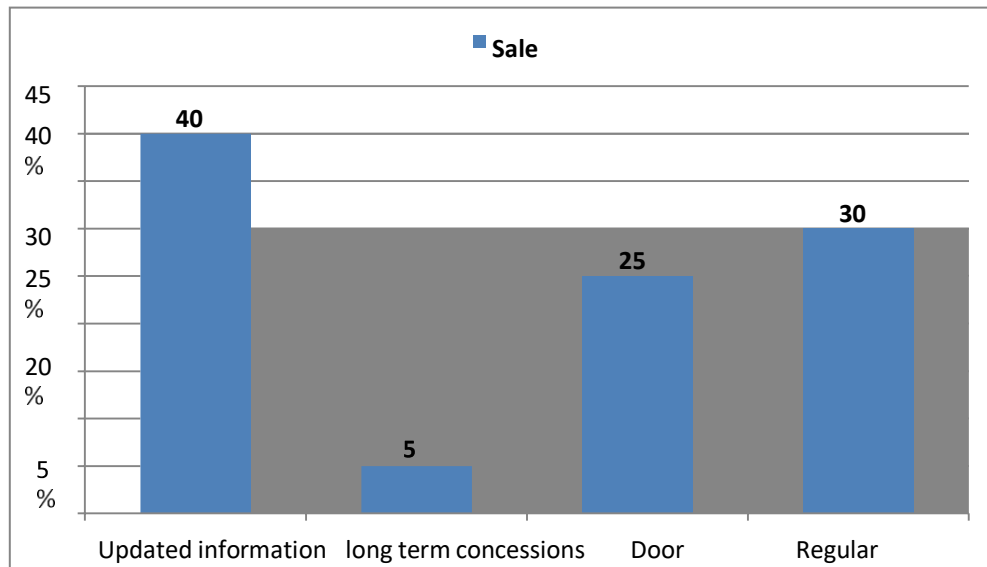
1. A thorough investigation was not feasible due to the five-week research timeframe.
2. The study's focus is on the customers of the Property Cloud Company in Mumbai hence it is only applicable to that location.
3. Leads are effectively tackled.
4. When completing the questionnaire, a customer's response might be biased.

**CHAPTER V**  
**DATA ANALYSIS & INTERPRETATION**

Q.1 What type of Customer Relationship you are seeking from Property Cloud?

Customer Relationship Marketing Policies

Policies	Frequency	Percentage
Updated Information	40	40
Long term concession	5	5
Door step services	25	25
Regular touch	30	30
Total	100	100



**Interpretation:**

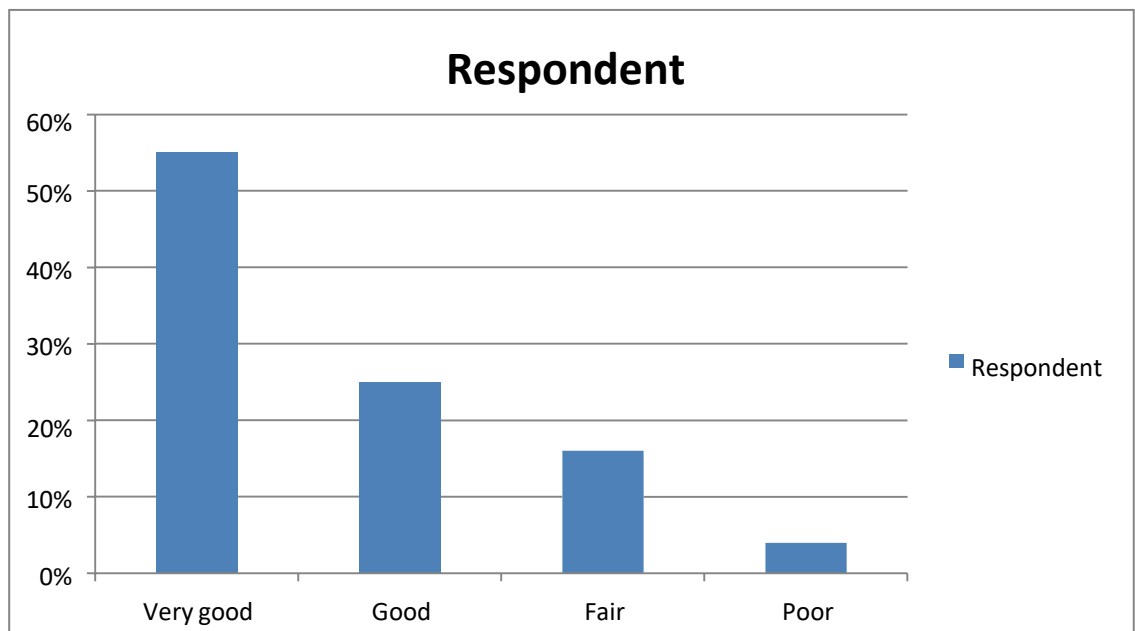
Most respondents say that the best customer relationship management policy adopted by PropertyCloud is to obtain up-to-date information. Policies area broad term that includes details of new market policies, new policies and new rules in the marketplace. The company provides up-to-date information on the stock market with regular touch.



Q2. Advertisements are provided by Property Cloud company on media (Television and Newspaper) are Beneficial?

Advertisements by Property Cloud

Rating	Respondents	Percentage
Very Good	55	55
Good	25	25
Fair	16	16
Poor	04	04



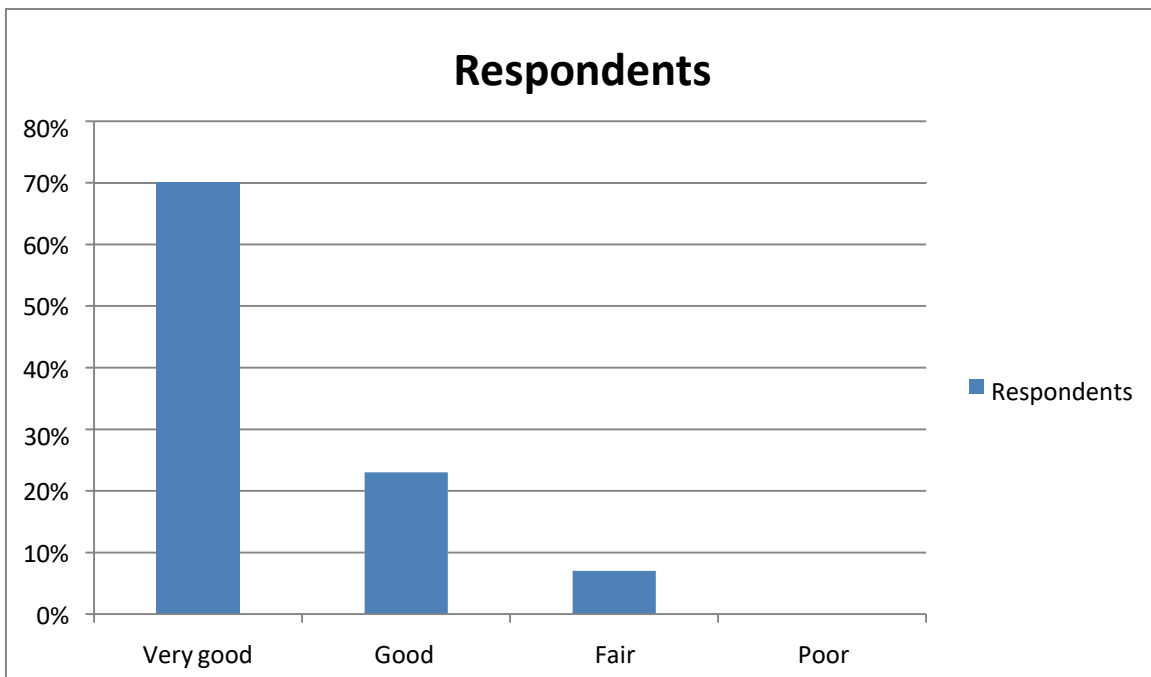
**Interpretation:**

Most of the customers were satisfied by the service rendered by the Property Cloud, Advertisement which given by the company reaches the Customers and that helps in the capture of market.

Q3. Property Cloud company interacting with Customers through E-mail and Telephone calls?

Interactions by Property Cloud

INTERACTION	RESPONDENTS	PERCENTAGE
Very Good	70	70%
Good	23	23%
Fair	7	7%
Poor	0	0%
Total	100	100%



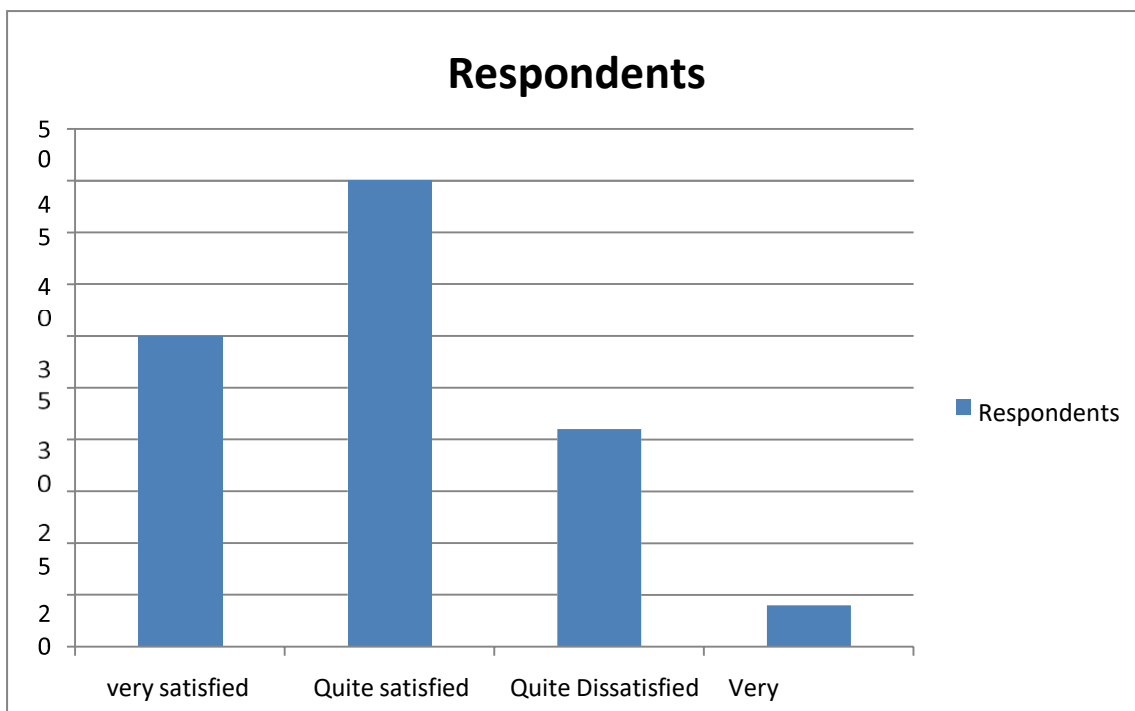
**Interpretation:**

From the above graph it clearly shows that company interactions (mails & telephone) with the customers doing well, most of the respondents says company interaction procure complete satisfaction.

Q4. What is your satisfaction level in terms of staff efficiency?

Satisfaction level of staff efficiency

	Frequency	Percent
Very satisfied	30	30
Quite satisfied	45	45
Quite dissatisfied	21	21
Very dissatisfied	04	04
Total	100	100

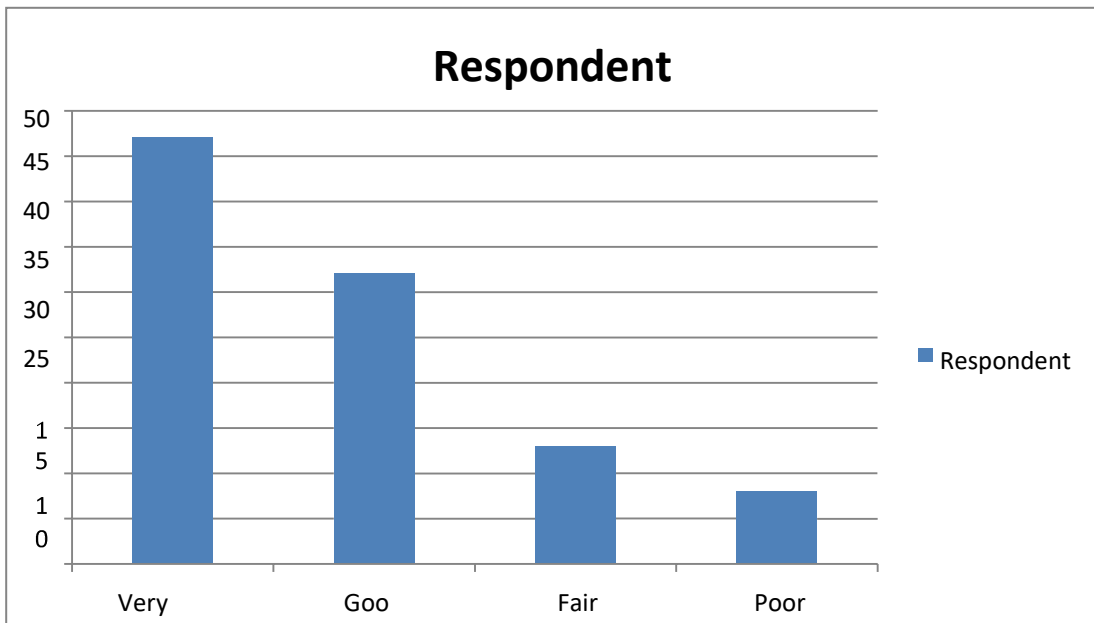


**Interpretation:**

From above chart we can conclude that satisfaction level from the employees is quite satisfied. From the above chart shows that efficiency level is quite satisfied. It has shown train up their staff to meet respondent's desire.

Q 5. What is opinion about the Transparency maintained by CRM tool to public? Opinions about Transparency

	<b>Respondents</b>	<b>Percentage</b>
Very good	47	47
Good	32	32
Fair	13	13
Poor	08	08
Total	100	100



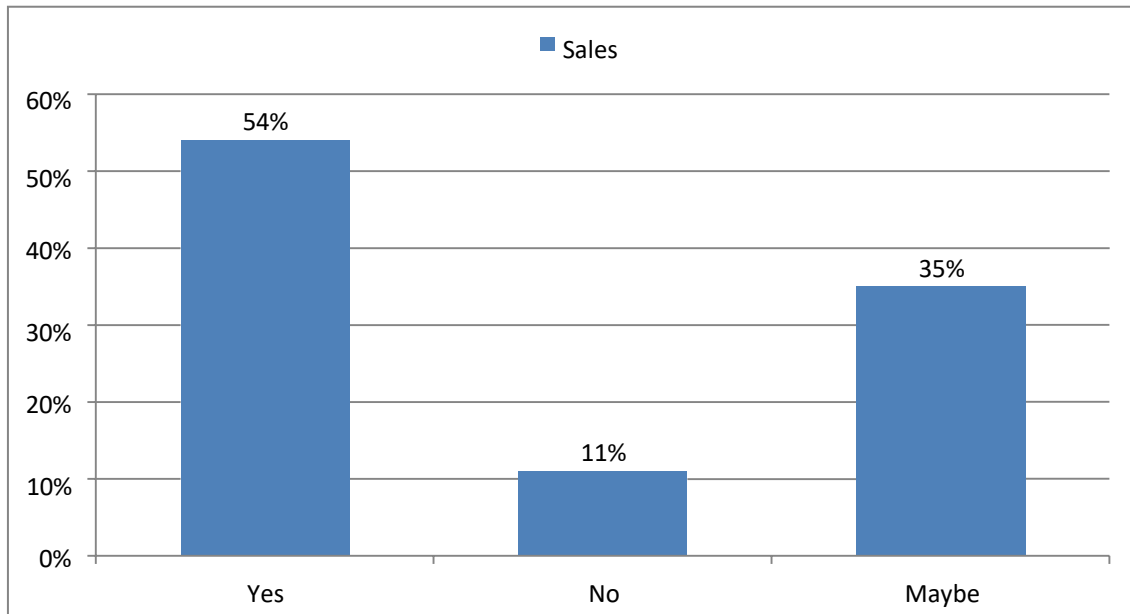
Interpretation:

When respondents think about transparency maintained by company towards the public. It shows trust and belief towards the company, However, investing on the share market is a very risky business here respondents gave positive impression on the trust worthiness of the company.

Q 6. Are you interested in refer CRM Tool to others?

SOURCE	FREQUENCY	PERCENTAGE
Yes	54	54
No	11	11
Maybe	35	35
Total	100	100

Refer CRM tool to others



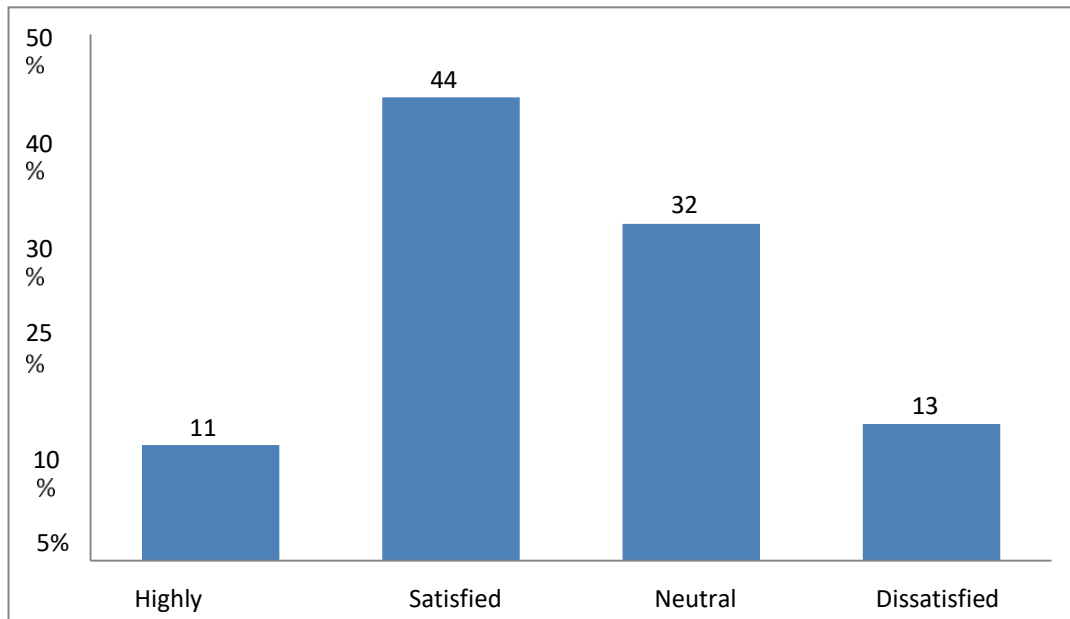
**Interpretation:**

Majority of the respondents would refer Property Cloud to others as they are quite satisfied with products & services provided by them and they would like others to experience the same. 11% of the respondents would not refer edelweiss to others because they had bad experience with the staff and were not with solution provided by them, 35% of the respondents may or may not refer PropertyCloud to others.

Q.7 How is your overall experience with the organization?

Over-all performances with the organization.

SOURCE	FREQUENCY	PERCENTAGE
Highly satisfied	11	11%
Satisfied	44	44%
Neutral	32	32%
Highly dissatisfied	0	0%
Dissatisfied	13	13%
<b>Total</b>	<b>100</b>	<b>100%</b>



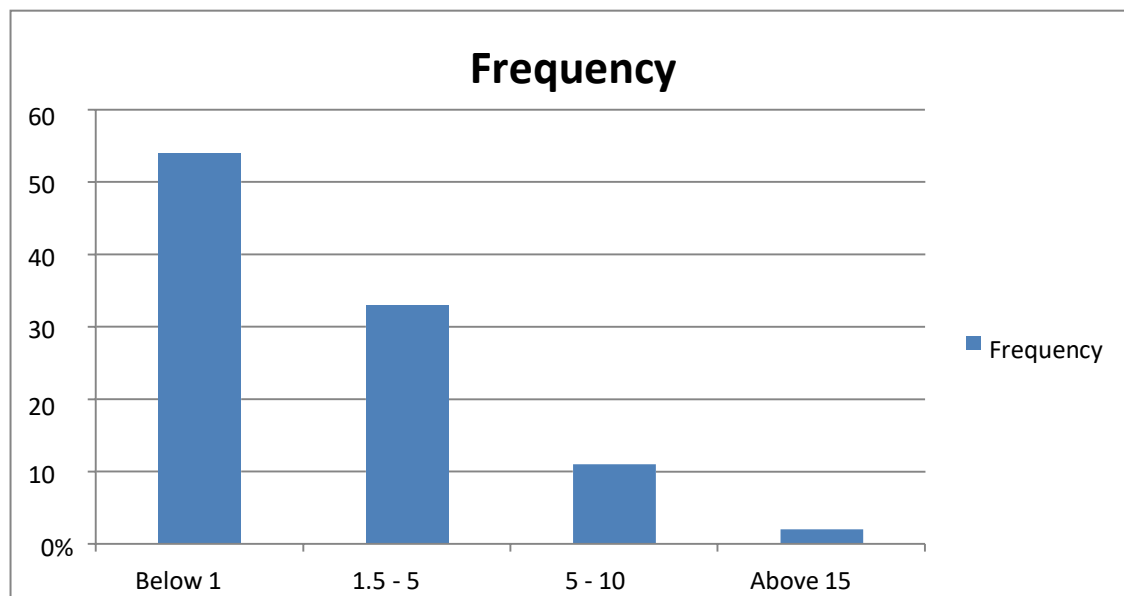
**INTERPRETATION:**

Majority of respondents are satisfied with company because of the assistance and solution provide to them. 10% of the respondents are highly satisfied with the company because of the optimum solution provided to them that fulfilled their requirements. 32% of the respondents are neutral as they are likely to switch to other company and 14% of the respondents are dissatisfied because of the bad experience with the product and staff.

Q 8. How much is your annual income?

Annual income

Annual Income	FREQUENCY	PERCENT
Below 1 Lakh	54	54%
1.5 -5 Lakh	33	33%
5-10 Lakh	11	11%
Above 15 Lakh	02	02%
Total	100	100%



**Interpretation:**

In the above analysis, it is easy to see that people belong to different income groups with the numbers shown above. We can clearly see those customers from first income group i.e. 1 lakh group and second income group i.e. 1 lakh- 5 lakh. The indication is simple people with lesser income are more interested in investment and wealth creation. It also indicates that people with high income are less interested in investing.

**CHAPTER VI**  
**FINDING & SUGGESTION**



## **FINDINGS:**

**Here are some key findings on how Property Cloud CRM facilitates effective customer engagement and retention:**

- Property Cloud Company can build long-term, personalized relationships with its customers through enhanced communication, timely support, and tailored services, ultimately leading to increased customer loyalty and satisfaction.
- Property Cloud Company on media platforms such as television and newspapers significantly enhanced brand visibility and attracted a broader audience, contributing to a noticeable increase in customer inquiries and engagement.
- The Company interactions with customers through email and telephone calls led to more personalized communication and quicker resolution of queries, significantly enhancing customer satisfaction and trust in the company.
- The customer satisfaction with staff efficiency at Property Cloud Company was high, with 85% of respondents rating their experience as satisfactory or very satisfactory, citing prompt responses and effective problem-solving.
- This transparency fostered trust and confidence among customers, accessible information regarding property listings, transaction processes, and enhancing their overall experience.
- The overall experience with Property Cloud Company was largely positive, with 80% of customers expressing high levels of satisfaction due to effective communication, personalized service, and efficient resolution of issues facilitated by the CRM system.

## **SUGGESTIONS:**

- Upgrade to a more advanced CRM system that includes features like data analytics, automation, and multi-channel integration.
- Provide comprehensive training for staff to ensure they can effectively utilize the CRM system and understand its benefits.
- Integrate the CRM system with other business systems such as marketing, sales, and customer service to ensure seamless data flow and better customer insights.
- Utilize CRM data to create personalized communication strategies, enhancing customer engagement and satisfaction.
- Implement a regular feedback mechanism to continuously gather customer input and adjust CRM strategies accordingly.

**CHAPTER VII**  
**CONCLUSION**

## **CONCLUSION:**

The study highlights the significant role of Customer Relationship Management (CRM) as an effective tool in Property Cloud Company. While the current CRM system provides a foundation, there are notable gaps and challenges that need to be addressed to maximize its potential. By investing in advanced CRM technologies, providing adequate training to staff, integrating CRM with other business systems, and focusing on personalized customer communication, Property Cloud Company can significantly enhance customer satisfaction and loyalty. Implementing these recommendations will not only improve customer relationships but also drive business growth and competitive advantage in the real estate market.

From the above study it is concluded that Property Cloud's company CRM system has a positive impact on customer engaging and retain, which is an alternative hypothesis (H1). Thus, null hypothesis (H0) is rejected.

## **CHAPTER VIII**

## **REFERENCES**

## REFERENCES

### Book Reference:

1. Customer Relationship Management: A Strategic Imperative for the 21st Century, by William J. Kettinger, John R. Healy, and Paul A. Johnson.
2. Customer Relationship Management: Concepts and Technologies, by Francis Buttle.
3. Brink, A. & Berndt, A. (2009) "Relationship Marketing and Customer Relationship Management" Juta Publications

### Website:

1. <https://www.PropertyCloudcorp.com/>
2. [www.PropertyCloud.com](http://www.PropertyCloud.com)

# **ANNEXURE**

## ANNEXURE

### Questionnaire:

1. What type of Customer Relationship you are seeking from Property Cloud?

- a. 1.Updated information
- b. 2.door steps services
- c. 3.long term investors concessions
- d. 4.regular touch

2. Advertisements are provided by Property Cloud on media (Television and Newspaper) are Beneficial?

- a. poor
- b. 2.fair
- c. 3.good
- d. 4.very good



3. Property Cloud interacting with Customers through E-Mail and telephone call?

- a. poor
- b. 2.fair
- c. 3.good
- d. 4.very good

4. What is your satisfaction level in terms of staff efficiency?

- a. Very satisfied
- b. Quite dissatisfied
- c. Quite satisfied
- d. Very dissatisfied

5. what is opinion about the Transparency maintained by CRM tool to public?

- a. Poor
- b. Fair
- c. Good
- d. Very good

6. Are you interested in refer CRM tool to others?

- a. Yes
- b. No
- c. May be

7. How is your over-all experience with the organization?

- a. Highly satisfied
- b. Satisfied
- c. Neutral
- d. Dissatisfied
- e. Highly dissatisfied

8. How much is your annual income?

- a. 1 lakh
- b. Below 1.5 lakh
- c. 5 to 10 lakhs
- d. Above 15 lakhs

