

ABSTRACT

Customer Relationship is the strongest and most effective approach to maintaining and building customer relationships. Maintaining customer relationships is not only pure business but also creates strong personal bonding within people. A customer is an individual or business that buys another organization's products or administrations. Customers are significant in light of the fact that they drive incomes; without them, organizations have nothing to bring to the table. The objective of the study is to analyze the customer relationship in Ashok Leyland Limited, Chennai. The sample of the study is 180. Descriptive research design and convenience sampling method is used. Questionnaire is used as a primary data. Percentage analysis, chisquare analysis, Anova and correlation statistical tools have been applied. The study found that the respondents are strongly agree towards added value products & services than competitors and they are disagree towards conducting customer loyalty programmes. It suggests that the company must convey its reward points through mobile devices and various devices to induce them to buy the products. It concluded that there are various factors affecting the customer relationship management like working environment of the company, support from top management and coordination among the departments of the company. Information technology is not used as much as it should be. The company is using traditional tools of CRM like quantitative research, personal interviews. The company should modern tools like data mining, contact center, e-CRM and webbased survey tools.