

A Study on Impact of Client Relationship Management on Customer Satisfaction in IIFL Securities

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CHAPTER 1 – INTRODUCTION

In today's business environment, Client Relationship Management (CRM) is crucial, particularly within financial services where keeping clients and meeting their expectations drives sustained achievement. CRM can be understood as the combined methods, tools, and approaches organizations use to oversee and evaluate interactions with customers across the entire relationship period. When CRM is carried out well, firms strengthen service delivery, raise satisfaction, and build greater loyalty.

Because competition is intense in finance, firms prioritize learning what clients want and offering tailored service in order to preserve durable relationships. In securities and investing, success relies heavily on confidence, clear contact, and strong service standards to win and keep customers. As a result, CRM is widely used by financial organizations as a means to secure an edge over rivals.

Among India's prominent financial service firms, IIFL Securities provides many investment offerings such as equity trading, mutual fund options, insurance products, and wealth planning services. The firm applies CRM methods to deepen client involvement, address issues efficiently, and deliver solutions shaped to individual financial needs.

Kotler and Keller (2016) describe customer satisfaction as the positive or negative reaction that comes from weighing perceived product results against what the customer anticipated. When customers feel satisfied, they tend to stay committed and keep using the firm's offerings. CRM activities including consistent outreach, fast assistance, complaint resolution, and individualized help play a major role in increasing satisfaction.

By putting CRM systems in place, organizations can also gather client information, study patterns in behavior, and improve the services they provide. Payne (2012) noted that CRM supports the creation of profitable, enduring customer ties through sound management approaches. Within financial services, CRM raises process effectiveness while also reinforcing client confidence and commitment.

This research concentrates on assessing how Client Relationship Management affects customer satisfaction at IIFL Securities. It seeks to determine the ways CRM methods shape client experience, loyalty, and overall satisfaction among IIFL Securities customers.

CHAPTER 2 – STATEMENT OF THE PROBLEM

In financial services, rivalry is strong, and investors can choose from many providers for trading and investment needs. Under these conditions, organizations find it difficult to preserve solid connections with their customers. Clients look for on-time support, individualized focus, openness, and rapid settlement of grievances.

Even with improvements in technology, dissatisfaction can still occur for some customers because of weak communication, slow service delivery, or inadequate management of relationships. For that reason, it is necessary to examine whether the CRM approach used by IIFL Securities truly affects customer satisfaction and loyalty.

Thus, the issue addressed in this study is:

“To examine how Client Relationship Management influences customer satisfaction at IIFL Securities.”

CHAPTER 3 – REVIEW OF LITERATURE

1. Kotler and Keller (2016) pointed out that CRM serves as a key organizational approach for creating customer value and boosting satisfaction through strong engagement and relationship development.
2. Payne (2012) stated that CRM brings together personnel, procedures, and technology to understand customers and sustain relationships over time.
3. Buttle (2015) reported that satisfaction rises when firms deliver customized offerings and maintain strong systems for handling complaints.

4. Reinartz and Kumar (2003) indicated that robust customer bonds raise retention and profitability in service-based sectors.

5. Gronroos (1994) argued that relationship marketing is vital in service organizations since customer loyalty has a direct impact on business outcomes.

These works show that CRM strongly affects customer satisfaction and the growth of organizations.

CHAPTER 4 – OBJECTIVES OF THE STUDY

Primary Objective

- To assess the effect of Client Relationship Management on customer satisfaction at IIFL Securities.

Secondary Objectives

- To examine the CRM methods practiced by IIFL Securities.
- To evaluate the degree of customer satisfaction.
- To determine the elements that shape customer loyalty.
- To offer recommendations to strengthen CRM practices.

CHAPTER 5 – RESEARCH METHODOLOGY

Research Design

This research follows a descriptive approach.

Sources of Data

Primary Data

- Survey form
- Interactions with customers

Secondary Data

- Textbooks
- Academic journals
- Online sources
- Organizational reports

Sampling Method

A convenience sampling approach was applied.

Sample Size

The research included 100 IIFL Securities customers.

Tools Used for Analysis

- Percent-based analysis
- Tables and charts
- Basic statistical techniques

CHAPTER 6 – DATA ANALYSIS AND INTERPRETATION

1. Customer Satisfaction with CRM Services

Response	Number of Respondents	Percentage
Highly Satisfied	40	40%
Satisfied	35	35%
Neutral	15	15%
Dissatisfied	10	10%

Interpretation

A large share of customers report satisfaction with the CRM services offered by IIFL Securities.

2. Response Time to Customer Queries

Response	Percentage
Excellent	45%
Good	30%
Average	15%
Poor	10%

Interpretation

Most customers believe IIFL Securities answers customer questions promptly.

CHAPTER 7 – FINDINGS

- CRM methods have a beneficial effect on customer satisfaction.
- A majority of customers express satisfaction with IIFL Securities services.
- Tailored communication strengthens customer loyalty.
- Fast complaint resolution boosts customer trust.
- Strong CRM systems support long-term customer relationship maintenance.

CHAPTER 8 – SUGGESTIONS

- Strengthen customer assistance services.
- Share ongoing information about investment offerings.
- Run customer feedback activities on a frequent basis.
- Improve digital CRM tools to speed up communication.
- Provide individualized financial guidance services.

CHAPTER 9 – CONCLUSION

The findings show that Client Relationship Management meaningfully affects customer satisfaction at IIFL Securities. Strong CRM efforts enable the firm to preserve close customer ties, raise service standards, and expand customer loyalty. The results further indicate that customers favor firms that deliver individual attention, quick replies, and open communication. Accordingly, IIFL Securities needs to keep reinforcing its CRM approach to reach stronger satisfaction and greater business development.

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Books

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