

Customer Relationship Management



HEWLETT PACKARD

(Analysis and suggestions on CRM strategies)

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ACKNOWLEDGEMENT

The profound domain of Customer Relationship Management has witnessed numerous thundering embark in the development of an individual and an industry and we feel privileged to study the fresh seeds of CRM Strategies. A perfect combination of excellent academics & smart promotion bears the most successful results and hence engineering is incomplete without the acute knowlede of humanities subjects to fit in the nuts and bolts of the corporate world.

The project team extends a thankful cheer to respected Head of the Department of Humanities & Social Sciences **Prof Alka Sharma** who thought of including this important subject in Engineering Curriculum. Our team was able to meet the expectations of this project because of the meticulous & cryptic lessons given in classes. Our whole team stretches a word of thanks to our eminent mentor and honorable subject co-ordinator of Customer Relationship & Management **Dr Shirin Alavi** Ma'am whose valuable lessons, practical knowledge and amiable behaviour proved to be a real guidance for our project. This project would not have been able to explore the zeniths without her constant and unbiased support. Her vast knowledge on the subject & her exposure to the real corporate world led us to perfectly implement the theoritical concepts in itspractical form.

Lastly, Our team is extremely thankful to the nears & dears who helped in completing the survey and therefore did not let us any stone unturned to make this project a good learning experience.

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EXCECUTIVE SUMMARY

This meticulous survey was conducted on 103 sincere customers. The survey gave a crystal clear idea about the competitive customers & switchable customers. Each and every question was framed in such a way that it can hit the hidden aim of CRM. Every question tried to implement the theoretical concepts of CRM. The survey judged the longitivity & profitability of the customer. The survey showcased that an almost equal share of males & females use an HP laptop. The popularity of HP products is more prominent in education sector. The Demographics answers suggested that North Indian have an special inclination towards the HP products & hence more customer care centers should be established in northern region. An estimation of pie chart reflected that customers spend more than 1 Lac rupees on HP products which is indeed a bright signal for HP growth. Usually people have made the latest purchase an year back but they seem to be less interested in making a new purchase in near future. This can be a serious concern for this leading IT company. An interesting trait has been highlighted in customers that they prefer free accessories along with exchange offers. This is great tool for customer acquisition. On the other hand, according to customers Hewlett Packard has set benchmark in product durability. This can be the key point in customer retention. Furthermore, we experienced a mixed response when it came to the quality and functioning of hardware whereas customer seemed quite satisfactory with the software applications. There is an alarming bell for HP leaders because of its exorbitant product price. In nutshell, people turned down the HP laptops with a rating of 8 out of 10. HP has been doing a good business but if it has to save its king's reputation immediate measures should be taken in above mentioned domains to trigger the customers.

INTRODUCTION

Hewlett Packard is a well established trailblazing company in IT Industry. From years of experience, thousands of products, billions of user & uncountable praises for its services, HP has emerged as a leading company in electronic gadgets. Though it has achieved success step by step but what has been most prominent in writing its success story is nothing else but the HP Laptops. It has been rightly said retaining present customers is far more important than exploring new ones.

Customer relationship management (CRM) is a term that refers to practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle, with the goal of improving business relationships with customers, assisting in customer retention and driving sales growth. CRM systems are designed to compile information on customers across different channels -- or points of contact between the customer and the company -- which could include the company's website, telephone, live chat, direct mail, marketing materials and social media. CRM systems can also give customer-facing staff detailed information on customers' personal information, purchase history, buying preferences and concerns. To achieve the exact statistics, A survey is conducted to achieve the response of present customers. According to the guidelines of CRM project, a questionnaires is made for survey & the result was analyzed in different forms.

Who else can be the better guide to an esteemed company but a bunch of billions of user who uses their product on daily basis. This survey aimed at extracting out what are the eye catchy features of HP Product & what are the causes for its downfall. In nutshell, a genuine feedback, a cryptic acknowledgement of complain & a sincere effort to satisfy the customer needs can promise a boom for any organization.

FINDINGS AND ANALYSIS

INTERNAL CRM PROCESS

HP on its employees:

"Each of our nearly 50,000 employees worldwide will determine what HP Inc. becomes and the legacy we create. We look to every employee, from engineers and technicians to designers and salespeople, to incorporate sustainability principles into their work, inspiring us to see what others don't."

In 2015, Hewlett-Packard Company separated into two businesses, HP Inc. (HP) and Hewlett Packard Enterprise, completing the process on November 1. HP retained nearly 50,000 employees worldwide and is committed to helping each of them thrive moving forward. Globally, 87% of employees surveyed felt the separation was conducted well and that the company maintained a clear focus on customer satisfaction.

HP's commitment to diversity and inclusion is deep and its approach is broad, encompassing its employees, suppliers, partners, and communities. This helps it to design and deliver products and services that work for everyone, everywhere. The technology industry has room for considerable improvement in this area

HP believes in the requirement of its people to treat each other with dignity, respect, and courtesy. Its diversity and inclusion policies and practices, overseen by our Chief Diversity Officer, lay the foundations for a positive work culture, often setting a higher standard than is legally required.

Reversing the underrepresentation of women in technology careers is a priority for HP. In 2015, it continued to support and develop a pipeline of qualified female engineers, designers, coders, and executives within our company and throughout the industry. In the United States, it committed \$1 million over four years in 2014 to the National Center for Women & Information Technology's Aspirations in Computing Collegiate Program which supports women studying undergraduate computing. It also sponsors the Women's Innovation Council, a forum for female technology leaders at HP and across the industry to collaborate, drive innovation, and encourage women to pursue careers in science, technology, engineering, and math.

HP supports employee participation in formal and informal activities that contribute to its diverse and inclusive work environment, including:

1. Cultural Competence, which provides global tools that broaden and embed cultural thinking among employees across the organization.

2. Employee Resource Groups (ERGs) held over 260 diversity-focused events in 30 countries in 2015. It launched the first documented LGBTQ employee resource group more than 30 years ago, inspiring other companies to create similar groups.

Engaging Employee

Innovation is a team activity. It depends on the inspiration and collaboration that comes from working alongside talented professionals. HP is focused on attracting, developing, and retaining top talent, and it provides opportunities for all employees to make meaningful connections and build lasting and fulfilling careers with it.

Promoting volunteerism

In 2015, 38,200+ employees contributed 1.2 million hours of volunteer time in 72 countries, equaling \$69M2 in total value.

To strengthen and enrich the communities where it lives and works, HP taps into the talents, passions, and entrepreneurial spirit of its employees. Volunteerism is deeply rooted in its culture. Every employee is entitled to four hours of paid volunteer time per month. They donate their time and talents, contribute cash, join team service projects, and serve on nonprofit boards and committees. These efforts support areas that align with our sustainability priorities and business strategy, including the environment, education, entrepreneurship, and health.

Empowering better performance

Attracting, developing, and retaining top talent is fundamentally important to us. Through support from managers and mentors, combined with job rotations, work experience, and training, we provide coaching and development that keeps our employees learning, growing, and contributing at the highest level.

In its third year, HP University is the centerpiece of our professional development efforts. It empowers

employees to gain the knowledge and skills needed to innovate and excel in their roles. Learning is self-directed, with a wide range of flexible options including more than 10,000 online, self-paced courses, formal training, conferences, seminars, and certifications.

Rewards and recognition

HP's employees' hard work is what fuels its performance and it acknowledges and rewards their efforts through competitive compensation, benefits, and recognition programs. In setting salaries, bonuses, and other incentives, it targets an overall market competitive pay position across the company. It complete at least one annual performance review cycle for pay and benefits globally, and 100% of eligible employees received a performance review in 2015.

Through Recognition@hp it celebrates and acknowledges employment milestones at HP, peer support, and stand-out employees and teams through four core recognition programs: Living its Values, Making an Impact, Leading the Way, and Celebrating Service. In 2015, 83% of employees received and/or recognized their colleagues, and 95% of managers gave recognition awards.

Health and safety

In 2016, HP provided more than 900 instructor-led training events, and had over 50,000 enrollments for more than 100 web-based trainings.

HP has employees working in offices, production facilities, warehouses, and labs. HP designs all these working environments to keep its employees healthy, safe, and productive. Its health and safety programs, communications, and training focus on the risks most relevant to its business – primarily slips, trips and falls, ergonomic injuries, and chemicals handling -- it maintained a low accident and injury rate in 2015.

HP CRM POLICIES

HP CRM Policy - Provide an industry-leading customer experience through connected processes and a single view of the customer across inside sales, outside sales, and marketing.

HP utilizes SAP CRM to combine previously separate customer service channels.

Based in Palo Alto, CA, Hewlett Packard (HP) is the world's largest IT company with revenue of over \$114 billion in 2009.

HP's Imaging and Printing Group (IPG) is primarily responsible for the company's printing and scanning hardware and supplies. With customers throughout the globe, HP utilizes multiple channels to provide customer support – phone, email, and online chat.

Before their SAP CRM implementation, IPG utilized three completely separate systems to provide customer support. There was one system for email support, another for phone support and a third for online chat support. Since these systems were from three separate vendors, the communication and syncing capabilities were limited. For example, when customers called in for phone support, the interaction history was not available for other non-phone representatives to access. A customer service representative providing chat support was unable to pull up a customer's call-in or email history. As a result, customer service representatives were not always properly equipped to get a 360 degree view of the interaction details and history of every customer.

In order to provide a better customer service experience, IPG looked for a solution that would seamlessly combine the phone, email and chat channels into system. Ultimately, IPG chose SAP CRM and iServiceGlobe as a vendor to assist the HP business team in the implementation. Though HP internally managed the SAP CRM implementation, they engaged iServiceGlobe to assist with the project because of the company's subject matter expertise.

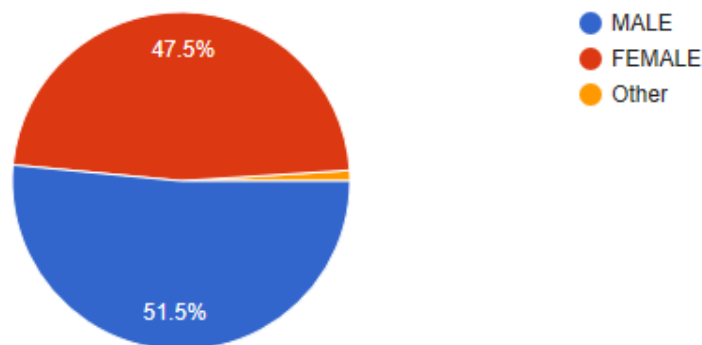
As a result of HP's global presence and specific needs, a high level of customization was needed for their implementation. HP chose to implement SAP CRM on a single global instance. Rather than having a separate CRM system based on region, we set up a singular system that all HP users across the globe could access. We customized the system based upon the HP representative's location, enabling the application to meet the social, legal and cultural needs of that region. For example, in Hong Kong, each time a service ticket is created, privacy options have to be provided to the customer. In Japan, however, privacy options only have to be given to the customer one time. Since customer interactions from Hong Kong and Japan were both housed in one central CRM system, we had to customize the application so that representatives servicing Hong Kong would know to provide customers' privacy options each time a service ticket was created.

Other customization provided in the implementation process included the creation of specific privacy options that were not initially included in SAP CRM.

Since going live, the SAP CRM implementation with HP has been a success. Now, when any customer contacts IPG via phone, email or chat, the customer service representative knows the complete interaction history of that particular customer. Customer service and call center managers are able to better prioritize customer needs and have a more detailed view about each and every customer. Though it can be attributed to multiple factors, since the implementation of SAP CRM, HP's market share has increased.

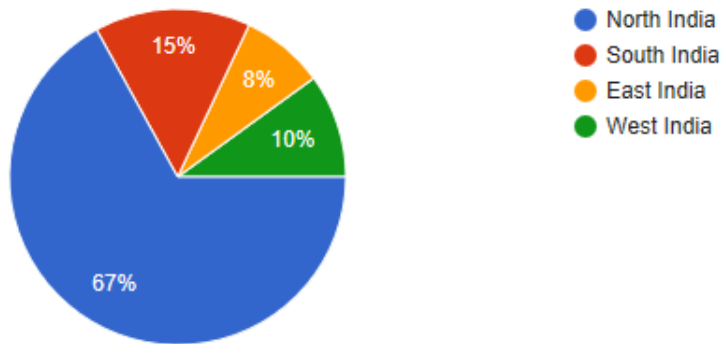
ANALYSIS OF RESULTS FROM QUESTIONNAIRE

1. Gender (99 responses)



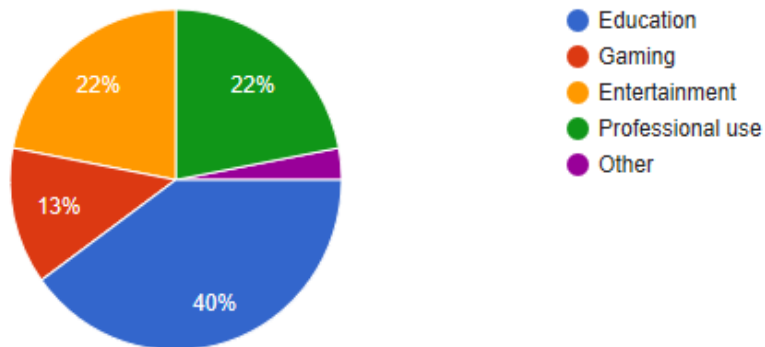
Gender: The results for classification on basis of gender are almost equally likely with Male being 51.5 and female being 47.5 % .

2. Which part of India do you live in? (100 responses)



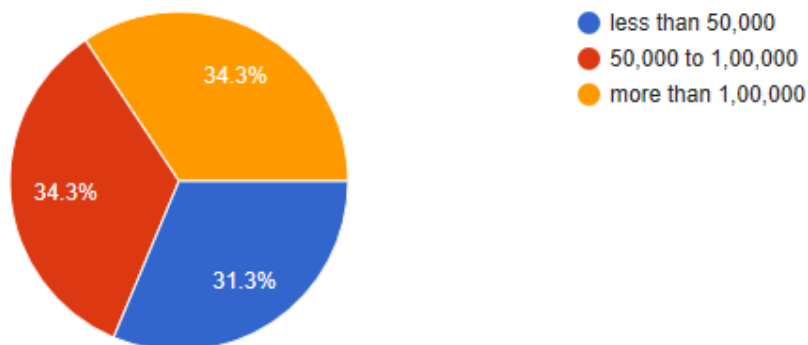
The largest number of responses have been obtained from North India.

3. What purpose do you use your laptop for? (100 responses)



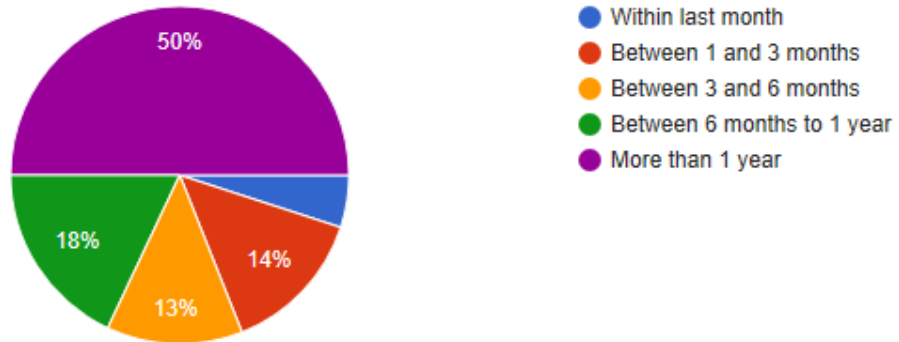
It has been observed that Educational purposes are the the major reason for the laptops to be used. Various measures must be undertook so that the functionality in this domain is maintained.

4. What amount have you spent so far on HP products? (99 responses)



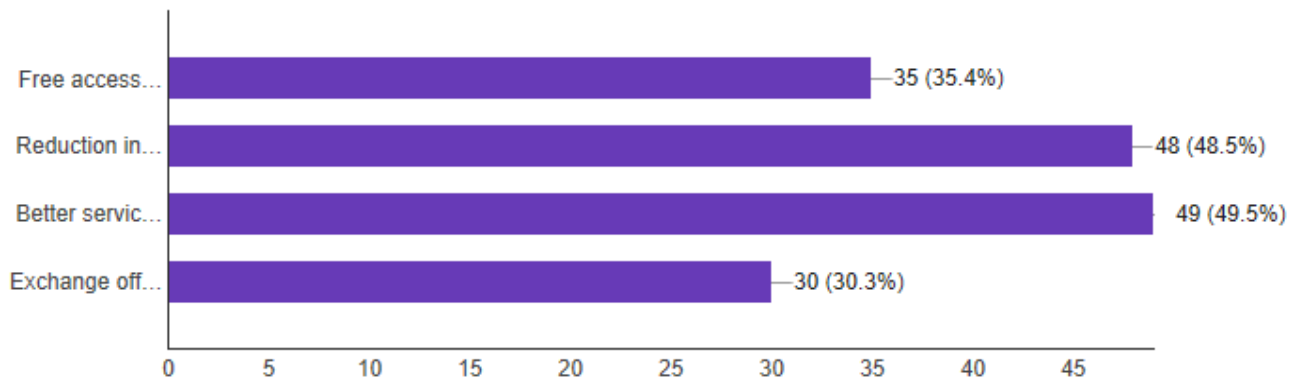
The target audience is equally likely to have 1 or more than 1 laptops of HP.

5. When was the last time you purchased HP product/service? (100 responses)



Most of the customers using the product have been associated for quite a long time with HP products. Hence efforts must be done towards customer retention and minimize customer defection.

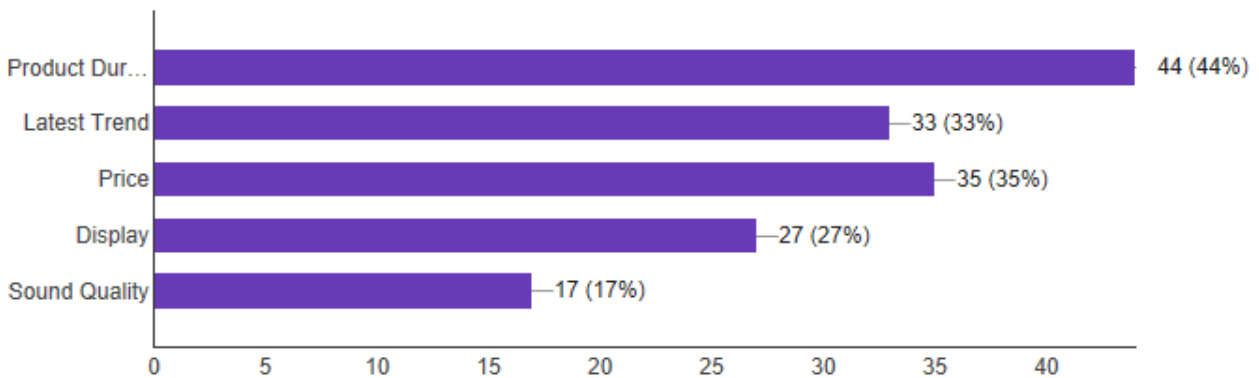
6. What would you like HP to provide you? (99 responses)



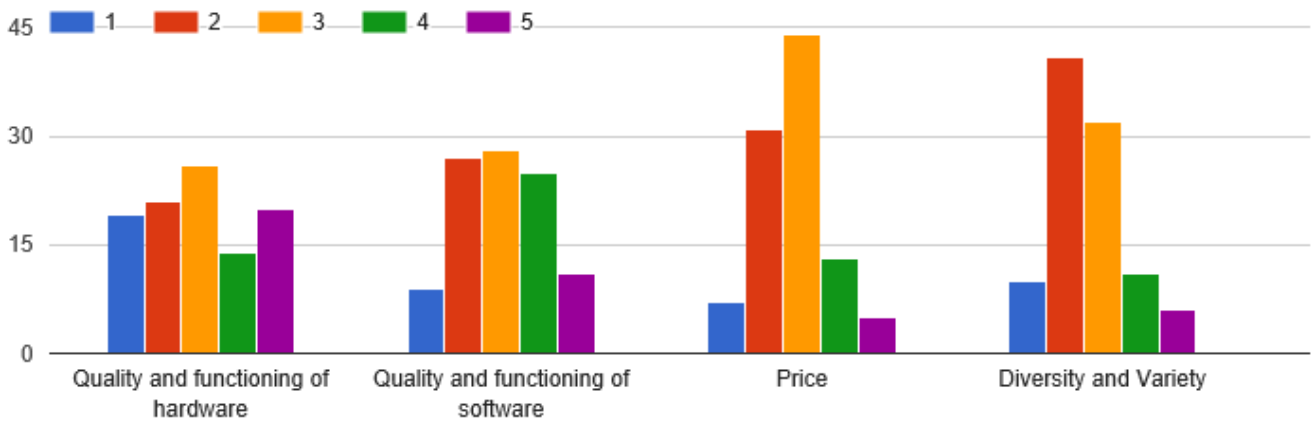
Targets audience voted for Better services at service center to be of prime importance followed by Reduction in Price. Hence social and financial bonds must be strengthened.

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7 Hence efforts must be done towards customer retention and minimize customer defection.



8. How do you rate your HP product on the basis of the following ? (1 being lowest and 5 being highest)

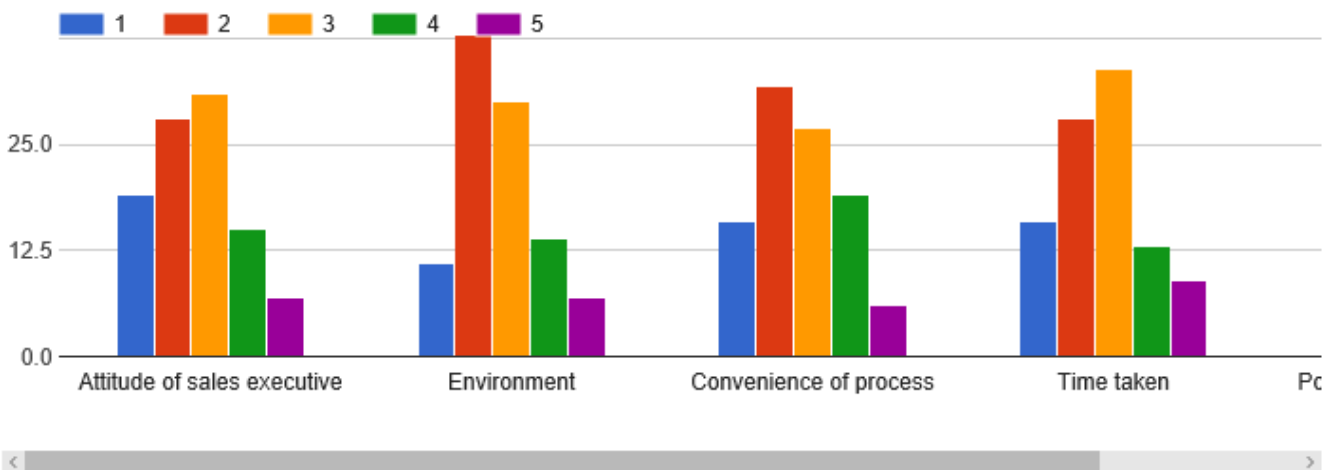


Attributes like attitude of sales executives, Environment, Convenience of process and Time taken were all weakly satisfied to Average.

Quality of Software: Average satisfaction was observed.

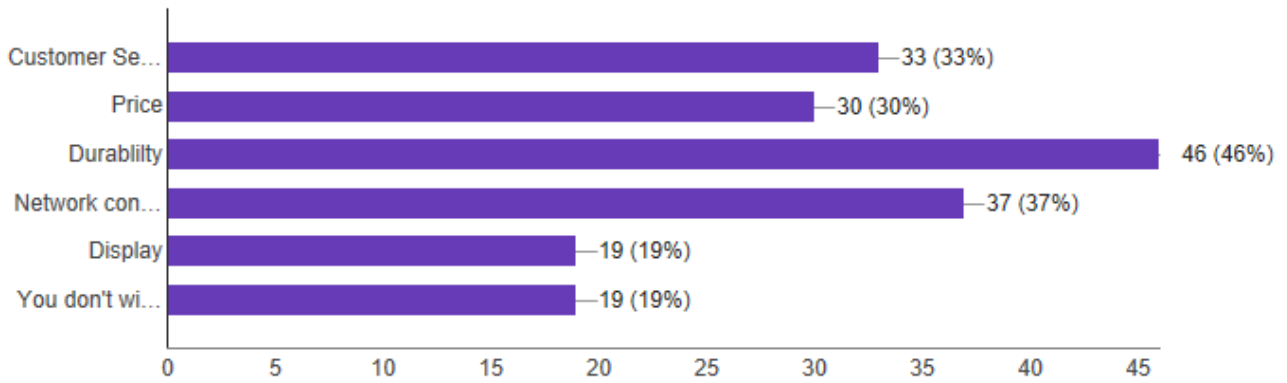
Price: Most population voted Price to be average.

Diversity: Population was weakly satisfied with diversity of the product.



10. Are you willing to switch to other laptops than HP? If yes, why?

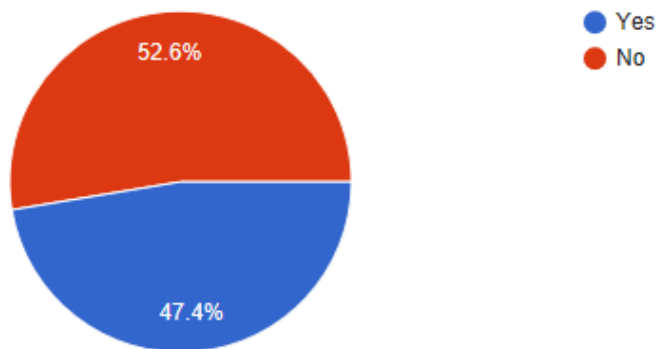
(100 responses)



The response can be seen to be mixture of both but satisfied being slightly more than dissatisfied.

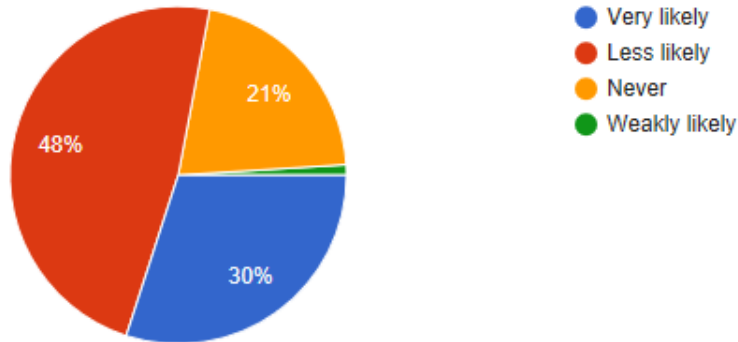
11. Are you satisfied by time taken at service center to repair the product?

(95 responses)



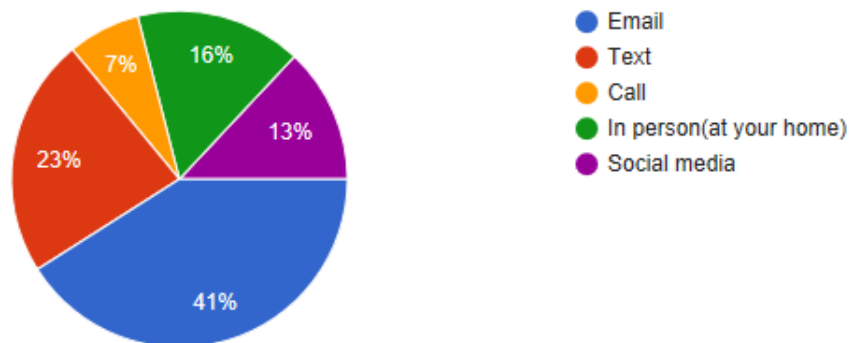
Most of the customers were dissatisfied with the Durability of the product and were willing to switch.

12. How likely are you to repurchase an HP product? (100 responses)



People prefer email to be a likely medium for interaction. All campaign management channels must be focused through it.

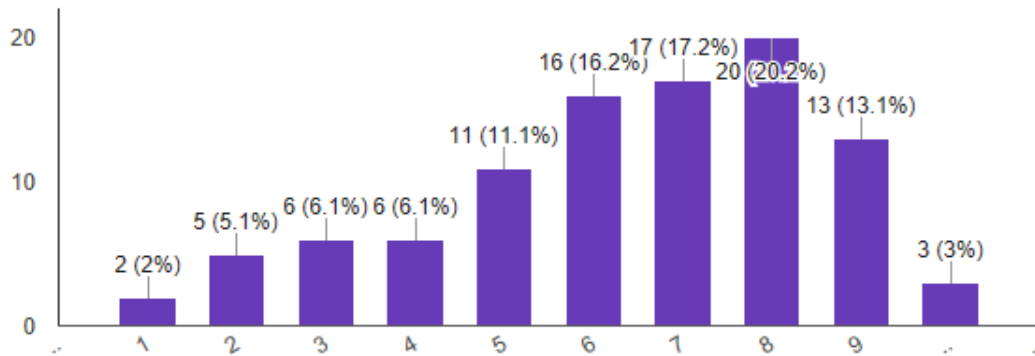
13. How will you like us to contact you? (100 responses)



48% of people are less likely to repurchase a HP product thereby immediate attention must be given.

14. How will you rate the overall product satisfaction with HP Laptops?

(99 responses)



Only 36% of people rated overall satisfaction as equal to 8 and above.

Everything is fine except heating problem still persists.

The more important thing is that HP should focus on good customer service if any customer faces any hardware or software problem in any new laptop and if the problem occurs again, they should provide a new laptop like Dell.

Increase the number of service centers and improve the robustness of the laptop's outer body.

They should resolve their WiFi problems.

It's better than those of Dell/Lenovo etc. Of course, it's not Mac!!

WiFi is bad!!!

HP has an appreciable CRM!

It's good just in looks, should improve more.

Improve the WiFi connectivity in HP laptops.

Connection problem should be resolved.

It's better than average.

HP products are durable but lack in color range!

Reduce WiFi connectivity problems.

HP is a brand in itself. Love it.

Best sound quality among all laptops.

Get away from HP now. Really, it's bad.

Hp is a brand in itself. Love it

Best sound quality among all laptops.

Get away from hp now. Really it's bad.

Your services are very good

Once faced an issue and was satisfied with customer service.

Done

Great work :)

Awesome laptops

Good job

Takes a hell lot of time at customer care center.

very bad performance

Lacks silver color in many brands!

can provide better performance

I like HP lapi.

Satisfied

Cool product

HP has best product line so far. However they need to update their net drivers as every time we connect to internet connection breaks

RECOMMENDATIONS

- Recommends the esteemed Company of Hewlett Packard to precisely implement the post purchase customer care
- Recommends to decrease the response time once the complaint for a product has been acknowledged
- Recommends to immediately establish a technical research team to alter the wifi and connectivity issue in HP laptops
- Recommends to reconsider the exorbitant prices in neck to neck fight in electronics gadgets
- Recommends to provide variety in terms of color, especially silver
- Recommends to contact user in person or via text instead of phone calls & emails
- Recommends to include free accessories during sales
- Recommends to promote exchange offers
- Recommends to focus on the hard features of HP laptop
- Recommends to expand the Network of HP stores & customer care centres in North India

CONCLUSION

We conducted a survey to get responses of the people using HP laptops and we derived to the following conclusions from those responses.

CRM Strategies

CRM strategies have to be formulated, for better consumer segmentation, process improvement, productivity enhancement, identification of customers with greater Customer Life Time Value & for Customer Retention Program

We conducted a survey to get responses of the people using HP laptops and we derived to the following conclusions from those responses.

Demographics

1. Men and women use HP laptop with almost equal probability therefore we do not need to formulate different strategies for them.
2. About 67% of the responses we got were from the people of North India and only 33% from the other parts of the country which depicts that our survey was not very much centered to North India or was not received well by the other parts of India. Hence we need to find out the problems which caused this and focus on increasing our base. We also need to focus on retaining the customers in North India as it forms the major part of the company's customer base.
3. A major portion of the HP customers use the laptops for education purposes hence we need to focus on bringing innovative ideas which would prove beneficial for this segment of the customers. We also need to bring new ideas which would attract customers who use laptops for other purposes.
4. About 35% of the customers who have spent more than 1 lakh rupees on HP products are the most valuable customers as they form the major contributors to the total revenue of the company. We also need to identify the customers from this segment who have very high cost of services. This segment need to be handled differently while the other segment should be the main focus of the company as these are the customers with highest profitability and need to be retained.

We also need to target the customers who have large size of wallet but their share of wallet with HP is very less. If we improve the bonds with these customers by analyzing their feedback and resolve all the issues they

have with HP laptops, provide them customized and better services, then this segment can turn out to be very profitable in the future.

5. A very small proportion of people have purchased any new HP product in the past month which suggests that customer acquisition is not very good from sometime and we need to add some innovative ideas with our products. We need to adapt latest trends and incorporate latest and unique features in our products in order to attract new customers. We need to revise our advertising policies to reach out to more people.

The 50% of the customers who purchased HP laptop more than an year ago need to be exposed to the new products coming up. We need to focus on resolving their issues, provide them a very smooth experience of HP services for their previous purchase and then need to make them aware of the new products so that they retain with us and continue to do business with us.

6. About 50% of the customers have suggested that HP needs to provide better services to them. This suggests that there is some problem with our customer service department and we need to focus on it immediately and a satisfactory service is the most important factor in the retention of a customer.

7. A very less proportion (about 17%) of the customers like the sound quality in HP laptops which suggests that we need to work hard on improving the sound effects, volume etc.

Also since a majority proportion of customers like the product durability feature of an HP laptop therefore we need to keep up to their expectations. Also only 27% of the customers like the display and appearance which suggests we can work on it too.

8. A very large proportion of the current hp customers have rated the quality of hardware as only 1 or 2 out of 5 which suggests

10. About 46% of the customers find that the hp laptops are not very durable and they may switch to competing firms due to this reason. Therefore we need to first analyze what is the problem with the current hardware and then change our manufacturing materials if required and ultimately choose better parts to ensure high quality hardware.

About 35% of the customers are dissatisfied by the customer services provided by hp which is a very concerning situation. We therefore need to pay immediate attention to improve the customer services by increasing the number of employees if required, training them in how to deal with a customer in a way that makes our bonds strong, take the complaint or issue of the customer as a personal responsibility as get it solved as soon as possible

About 30% of the customers think that they may switch to competing firms because of the price hp offers. We therefore need to launch some products which are affordable by all people and also check if our previous products are really overpriced.

The 20% of the customers who are satisfied with hp laptops and services, they are the most valuable asset to us since they form our loyal customers. Their cost to serve would be less than compared to others and if we make

an effort in retaining them then they will prove to be very profitable to the firm and may become our future advocates,partners etc.

11. More than 50% of the HP users are not satisfied by the time taken by the service centers to resolve their issues. This situation is very concerning as this leads to dissatisfaction among the customers which ultimately results in his exit from the firm. We need to do proper analysis why the service centers are not able to provide timely delivery of services. If there is a requirement of more number of service centers or increase in the number of employees then we would do that along with finding other solutions to this problem.

12. About 50% of the current hp laptop users say that they are less likely to repurchase an hp product. About 21% say that they will never again purchase an HP product which means that they are not satisfied with the current HP services or products. Hence we need to analyze the reason for their dissatisfaction and need to identify ways to prevent them from defecting to other firms by attracting them through better services , discounts, more offers. This can be done by first recognizing the category to which the customer belongs and then taking the respective steps.

The 30% of the customers who say that they are interested in doing business with hp again are satisfied with hp laptops and services and they are the most valuable asset to us since they form our loyal customers. Their cost to serve would be less as compared to others and if we make an effort in retaining them then they will prove to be very profitable to the firm and may become our future advocates,partners etc.

13. The survey on how the customer would like us to contact him plays an important role in our campaign management as it will decide the channels we must choose for our campaign.

For the 43% of the people who want to be contacted via e-mail we must share our promotional offers, information about new products and services through mails.

For the 23% of the people who choose text we must share our promotional offers, information about new products and services through sms.

For the 7% of the people who choose calls we must share our promotional offers, information about new products and services through calls.

For the 15% of the people who choose to be contacted in person we must share our promotional offers, information about new products and services by visiting them at their places and discussing with them. We may need to hire employees for this.

For the majority of the 43% of the people who prefer social media we need to launch a full fledged advertising campaign on tv's, social networking sites etc.

14. Only about 16% of the current hp users have rated 9 or 10 out of 10 as their satisfaction level about hp laptops. They are the most valuable asset to us since they form our loyal customers. Their cost to serve would be

less as compared to others and if we make an effort in retaining them then they will prove to be very profitable to the firm and may become our future advocates,partners etc.

For the rest 84% of the peoplr who are not fairly satisfied with our current products/services we need to analyze the reason for their dissatisfaction and then deal with the respetive steps.

APPENDIX

S. No.	Appendix	Description
1	Initiation of social media for CRM	HP CRM Policy
2	Prominently used for education	Statistics of Q3
3	Durablity is the greatest strength	Statistics of Q6
4	High Price invokes switching	Statistics of Q10
5	Varieties & improved appearance	Feedback cooment