



CUSTOMER RELATIONSHIP MANAGEMENT ON CONSTRUCTION SECTOR

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ABSTRACT:

In the process of developing construction quality, customer satisfaction can be viewed as a goal or as a measure of success. The performance of Finnish construction enterprises is experimentally examined in this article based on the level of customer satisfaction as reported by the consumers themselves. Five factors—quality assurance and handover, workplace safety and environment, cooperation, personnel, site supervision, and subcontracting—are used to measure the customer's perception of contractors' performance. The research's conclusions led to a number of conclusions about client satisfaction. The talents of the contractor's employees and managers, as well as their ability to work together, were generally praised by customers.

Keywords: developing construction, customer satisfaction, environment, subcontracting

INTRODUCTION

Customer service is essential for contractors. Because they offer a service that eventually leads to a tangible product, the building, remodelling, and facility maintenance sectors are distinct from others. Customer service becomes a key emphasis for businesses in this sector, despite the fact that these industries are not often recognized for creating thought leaders in service. Nothing better than an incomplete project, a task that isn't finished on time, or a project with no follow-up to demonstrate the obvious necessity of effective communication as an essential component of customer service. Providing excellent customer service reduces conflict and makes professionals in the construction sector more solution-focused when problems do occur.

REVIEW OF LITERATURE

Abdul Lateef Olanrewaju, Seong Yeow Tan, Lee Foo Kwan (2017)¹ This study examines the causes of inadequate communication on building sites and offers solutions for the problems that arise. Eighty site workers participated in a cross-sectional survey questionnaire. The results indicate that the main reasons for poor communication are: a lack of a common language between supervisors and employees; stress at work; the attitude of supervisors and coworkers toward site workers; misinterpretation of instructions; and poor communication skills

among employees. Reducing on-site bullying, encouraging collaboration and innovation among employees, using noise reduction strategies, and promoting honesty between employees and supervisors can all help to minimize communication issues. The results can be applied to boost productivity and revenues for developers, construction businesses, project managers, and others.

Jill Wells (2007)² Different interpretations of informality in the construction business are unavoidable because building activities are subject to a wide range of regulations. Four regulatory facets are emphasized: regulation of businesses, regulation of employment terms and conditions, regulation of the construction process, and regulation of the final product. The informal construction system, informal labor, informal building/settlements, and the informal sector of businesses are the four categories of informality that are suggested by this. There are often connections among the four domains. However, there is a gradation rather than a clear-cut distinction between formal and informal.

David Pearce (2006)³ The extent to which the asset-based strategy may be utilized at the sectoral level of an industry is the question posed in the study. Although sustainable development and sustainability have often been seen as "good things," the article challenges the uncritical acceptance of sustainability concepts as policy guidelines. However, the asset-based approach is generally thought to offer genuine insights into how the construction industry operates and its larger role in social and economic development.

Les Ruddock, Jorge Lopes (2006)⁴ The relationship between a nation's degree of building activity and its economic growth stage is extremely complex. Macroeconomic analysis-based studies have tried to model the link during the past three decades, but they have typically been hindered by issues with data availability and quality. However, paradigms that focus on the dynamics of building activity as an agent in promoting economic growth in economies at different stages of development have evolved; these paradigms are typically based on Keynesian philosophy. The "Bon curve" is one example. After analyzing the data problems in an effort to evaluate the proposition's veracity, the function of the building industry in highly developed nations is examined.





Sources : <https://idealrev.co/blog/crm-in-the-construction-industry/>

OBJECTIVES OF THE STUDY

- To identify the preference of the customers
- To analyse the expected method of construction of the customers

RESEARCH METHODOLOGY

A Research methodology involves specific techniques that are adopted in the research process to collect, assemble and evaluate data. It defines these tools that are used to gather relevant information in a specific in research study. The Systematic random sampling technique has been used. To fulfil the requirement of the study, the data were collected from primary and secondary sources. In order to analyze Customer management in construction sector 20 respondents through structured questionnaire were selected. Secondary date was collected from internal sources like official records, websites, journals, and published papers. For analyzing the data, statistical tools, percentage analysis is used.

LIMITATION OF THE STUDY

The study may only give approximate results as it is restricted to 20 respondents. There are chances of personal bias and the results have its own limitations.

ANALYSIS AND INTERPRETATION

Table 1. Table showing the Age of the Respondents

S. No	Age	No. of. Respondents	Percentage (%)
1	25 to 34 years	13	65
2	35 to 44 years	7	35
Total		20	100

Source: Primary Data

The above table shows that out of 15 respondents taken for the study, 65% of the respondents are between the age group of 25 years – 34 years, 35% of respondents are 35 to 44 years.

Table 2. Table showing the Monthly Income of the Respondents

S. No	Income	No. of. Respondents	Percentage (%)
1	Below Rs.25,000	5	25
2	Rs.25,001 – Rs.50,000	7	35
3	Above Rs.50,000	8	40
Total		20	100

Source: Primary Data

The above table shows that out of 20 respondents taken for the study, 40% of the respondent's monthly income is Above Rs.50,000, 35% of the respondent's monthly income is Rs.25,001 – Rs.50,000, 25% of the respondent's monthly income is Below Rs.25,000.

Table 3. Table showing the Area of Residence

S. No	Income	No. of. Respondents	Percentage (%)
1	Urban	3	15
2	Semi-Urban	8	40
3	Rural	9	45
Total		20	100

Source: Primary Data

The above table shows that out of 20 respondents taken for the study, 45% of the respondents are residing in rural area, 40% of the respondents are residing in semi-urban, 15% of the respondents are residing in urban area...

Table 4. Table showing the preference of the Respondents

S. No	Preference	No. of. Respondents	Percentage (%)
1	Own Construction	12	60
2	Already Construction	5	25
3	Alteration works	3	15
Total		20	100

Source: Primary Data

The above table shows that out of 20 respondents taken for the study, 60% of the respondents prefer own construction, 25% of the respondents prefer to buy already construction, 15% of the respondents prefer to alter the existing building.

Table 5. Table showing the Method of construction

S. No	Method	No. of. Respondents	Percentage (%)
1	Material and Labor	12	60
2	Labor	6	30
3	Consulting	2	10
Total		20	100

Source: Primary Data

The above table shows that out of 20 respondents taken for the study, 60% of the respondents prefer both material and labour, 30% of the respondents prefer labour only, 10% of the respondents are prefer only consulting.

CONCLUSION & SUGGESTIONS

In the construction industry, customer relationship management, is essential to long-term success, loyalty, and trust-building. Construction companies can improve client satisfaction and project results by concentrating on the demands of their clients, communicating clearly, and giving regular updates. Constructors can increase productivity, reduce procedures, and gain a competitive advantage in a fiercely competitive and dynamic market by implementing effective Customer relationship management methods. From study it is understood that the respondents are between the age group of 25 – 34 years who are residing in rural areas with monthly income of above 50,000 are prefer to construct their own construction with cost inclusion of both material and labour.

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