



# REVISING THE INTENTION OF INDULGING CUSTOMER RELATIONSHIP AND REVENUE MANAGEMENT IN NEXT OF KIN WITH B2B AND B2C

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## ABSTRACT

*This study is made for the purpose of understanding Customer Relationship Management (CRM) and Revenue Management (RM) in relation with Business- to-Business (B2B) and Business- to- Consumer (B2C) aspects in the hospitality industry. The outcomes from this study are generated by doing a Quantitative and a Qualitative study in four hotels in the city of Bangalore, Karnataka, India. This study focuses on the revenue management and sales and marketing departments in the hotels and the effects that CRM and RM have on the B2C and B2B aspects concerned by these hotels. This Quantitative study comprises of a six item scale and seventy questionnaires with respondents opinions and views from the Revenue Management department and the Sales and Marketing Departments in these four hotels. This has been achieved through the examination of the dimensions in relation to hospitality sales and maintenance of relationship with the consumers and other businesses of the hotel and the revenue management aspects in the management of these hotels. Key findings of this study are based on the aspects of- measure, Acquisition, Regaining, Maintaining, Retaining and Exit strategies that are maintained by the sales and marketing and the revenue management departments of the hotel towards the Consumers and the other Businesses on which the hotels focus their marketing aspects and revenue management strategies. The other aspects of key findings are the development and maintenance of relationships with B2C market segments and the progressing maintenance and development of the old and new B2B strategies implemented by the hotels in many different ways.*

**Key words:** Business-To-Business (B2B), Business-To-Consumer (B2C), Customer Relationship Management (CRM), Hospitality Industry, Revenue Management (RM).

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## I. INTRODUCTION

A reasonable comprehension of a business expects one to accumulate data with respect to all parts of it. With regards to the neighbourliness segment and showcasing in particular, it is urgent to distinguish the significance and key distinction in connection to the business-to-buyer and business-to-business perspective. Unless these two noteworthy markets are not recognized it ends up plainly hard isolating and concentrating vitality on them. In zenith with the same, another road that the Sales and Marketing office is seeing is the significance of Customer relationship administration and Revenue administration.

The very term business to business began from the idea of advertising products and ventures and was at first called 'Modern promoting' in the 1980's and the 1990's. In the prior days the expression "Business" alluded pretty much to the essential and the optional ventures. The essential included horticulture, coal and mines. While the auxiliary included autos, furniture, planes and so forth [1]. The term business to business showcasing, be that as it may, wound up plainly synonymous with the tertiary segment .i.e. the administration part.

## 2. REASON OF THE STUDY

The objective of this study is to spot and clearly outline the various business to business relationships and business to shopper relationships in hotels and highlight the implications client relationship management and Revenue management wear them. The goal is to obviously establish these practices and supply suggestions with reference to loop holes and future implications of identical. All suggestions associated limitations are going to be strictly conducted on a promoting side so as to produce in-depth information of all which will be exhausted order to spot improves and promote client satisfaction keeping in mind the Revenue modules of tactically and strategically increasing profits and achieving Total quality management.

## 3. REVIEW OF LITERATURE

The importance of preserving a very good business to business relationship is thought through inspecting this examine that became based on 4 groups within the united states and became conducted in 1998. The authors assist benefit attitude on the importance of effective relationships. In addition they talk all the ones factors that purpose relationships to bitter. This sheds mild on how one can preserve those relationships and invariably maximize income.

Karel Koris's [2] motive of the object is a comparison between CRM in the B2B and B2C surroundings. B2B is defined as the connection between a company at the side of the dealer and the opposite on the facet of the patron; while B2C is described as the connection with the companies on the facet of the providers and the consumers. In an effort to build a relationship CRM is critical for both B2B and B2C.

Xuan Lorna Wang [3] got here up with their study at the hyperlink among RM and B2B relationships and the way RM can help and damage B2B family members. They say that revenue control has end up a popular place for instructional studies within the service enterprise. Their research bridges the space among revenue control and B2B members of the family.

### **3.1. Customer Relationship Management and E- Business**

The authors look at in [4] 2004 was regarding E-commercial enterprise speaks about the income of B2B and B2C relations. To be able to be triumphant, there must be technological advances. A good way to be effective, advanced patron fee has to be involved. CRM is generated through websites and is used to gain clearer insight of understanding clients shopping for behaviour. Brand loyalty is driven through fostering agree with. They similarly speak that CRM is not simplest to a software program solution but extensively utilized to nurture ongoing family members. B2B markets have long term members of the family. The businesses should realize that an online channel is extra than verbal exchange.

E- Commercial enterprise calls for developing and perfecting profiles of clients. E-Enterprise is tough as now not each commercial enterprise can sell on-line however each business ought to bond with its most profitable customers. Pitfalls ought to be prevented for growing e- agencies. As on-line channels are luxurious, an organizational- extensive commitment of sources is required and has to get use to the CRM business strategies. CRM also can help to develop different channels thus allowing corporations to provide merchandise that high-quality suit the customers' needs and needs.

### **3.2. Importance of Customer Relationship Management for Retail Trade**

The primary basis of this article conducted in [5] 2009 is to focus on the significance of patron courting management in retail alternate. The author specifies the link that patron relationship control has with information a customer's behaviour. The surroundings are one that is aggressive and the writer believes the only way to discover a niche is through understanding the importance of CRM. The purpose of the article is to cause a glad and loyal patron. It's far all about maintaining relations. The vital method included is to find information about the purchaser on the way to in flip help the company construct effective relationships. This newsletter additionally focuses on developing purchaser oriented products and building a long term dating with customers.

Within the first segment the author, Michael Stojanov primarily talks about the importance of purchaser relationship management and the way the advertising and marketing P's are not remotely enough to successfully maintain a commercial enterprise. He reiterates that any business that neglects clients, fail. He attributes this surprising hobby in CRM to 2 elements.

The writer describes CRM to be a threefold feature. CRM, in step with Stojanov is related to advertising, carrier as well as sales. The author concludes through announcing that alternate of statistics in a volatile economic system is the driving force of CRM.

## **4. RESEARCH METHODOLOGY**

Records can be accrued from a large number of sources. Number one sources relate to all the sources accumulated which are at once related to the, observe and its motive. Secondary assets however relate to data accrued that quite relates to the research undertaken. However, based on the secondary facts conclusions may be drawn with a view to help within the development of the studies paper. Movement of a questionnaire formed the shape of the number one data whilst interviews formed the qualitative factor of the studies method.

In order to highlight the aspects of the motive of the take a look at, it became crucial to pick out the right population and sample length. For the reason that observe was frequently due to a constraint of time 4 motels were diagnosed. The hotels surveyed have been St Mark's inn, Lemon Tree resort, Taj West give up and Vivanta through Taj. Therefore, two 4 megastar residences were studied in addition to 5 stars. First, handiest participants of the sales

and marketing crew were questioned. However, the examiner turned into then extended to the buying branch to provide clean information of the connection business to enterprise components held. Respondents were given the selection to answer the questions inside the questionnaire in addition to deliver a rationalization of the questions within the shape of an interview.

## **5. DATA ANALYSIS**

### **5.1. Responses of the Proposed Items: Measure**

The first object of the questionnaire dreams is at identifying if lodges have a formalized device of figuring out potential customers. A deeper on knowledge they accumulate such records became additionally garnered. Respondents had been no longer most effective wondered at the delivery of this information know-how also on understanding they discover which guest or Commercial Corporation is greater important. The costs of starting up these relationships had been additionally at a loss for words. One became the measure for the least importance at the same time as 4 changed into the best.

All resorts surveyed had a proper system of identifying ability clients. Even though the importance is given to the system differed from assets to property. The survey truly signifies that a whole lot of importance is given to figuring out a proper gadget of CRM. Get knowledge, many of the 4 accommodations surveyed, handiest the 5 megastar lodges have a CRM machine in location at the property itself. St Mark's motel and Lemon Tree resort gather facts simplest from the headquarters. Also, 65% of the respondents believe that they have a machine in place to discover which of their visitors are of utmost importance. The last agree with that is of advanced importance. This is a great signal because it suggests knowledge that most accommodations are orientated to satisfying guest needs. This is not handiest the case with clients understanding ever knowledge additionally with companies. More than 60% accept as true with their resort has a device of identifying critical vendors, shareholders and so forth.

All inns more or much less agreed that most patron databases are shaped the use of external sources and the equal extends to companies as nicely. Market surveys are accomplished with a purpose to recognize the situation within the marketplace. The Taj group of accommodations also has a system of identifying ability customers via the shape of cross selling a number of the diverse chains and has an interrelated machine in area. Additionally they have a system set up in airports referred to as the Taj airport leads. Other assets of facts encompass newspaper clippings, the global and local income workplaces and also statistics series from diners on the various food and beverage retailers. Most of the four megastar motels do no longer buy any facts from third party assets as they do no longer locate it fee powerful. In terms of agencies information, a very formal machine isn't always in location. Maximum lodges acquire statistics from the industry hear say and loyal enterprise ties. The result depicts that every one lodges have a totally excessive method in vicinity to perceive and constantly compare expertise a great deal a patron or visitor is offering in terms of business etc. An excessive percentage additionally has a gadget of expertise and comparing lost clients and re setting up lost ones. Smaller resorts just like the St. Marks motel do now not have a proper system in location to perceive the cost for re setting up hyperlinks with customers. Know-how, they do comments emails and talk to guests. Maximum of the hotels have robust loyalty software and toughen consumer dating bonds by using sending gifts and playing cards on special events and so on. Trends and patterns of guests are accessed via five famous person houses together with the Taj organization of hotels. They calculate it in phrases of the maximum 'money spent.' it has been quantified that the quantity spent to get better a guest is and a half instances extra than retaining an awesome dating. Expertise now not a very strong

gadget is in location for commercial enterprise to commercial enterprise value evaluation with numerous accommodations giving greater or less mixed opinions.

## **5.2. Responses of the Proposed Items: Acquisition**

The subsequent parameter became particularly based on how relationships are obtained inside the lodge enterprise. The numerous factors that influence the targets have a look at where whether or no longer a proper system exists with regards to obtaining and organising relationships. Also, the sales stored apart for this activity turned into delved into.

It was very clear after the look at that all accommodations surveyed place a completely excessive importance on the usage of media to acquire visitor relationships, with a shocking a hundred% agreeing strongly to the announcement. However, as a stark comparison was the reality that when it comes to enterprise to business relationships, now not many motels used media. Nearly 80% of the motels felt that word of mouth and antique connections were the satisfactory way to accumulate those contacts. They specially based totally forming enterprise bonds based totally on commercial grapevine.

The following effects are greater or much less show a commonplace floor in terms of targeting precise customers and groups. It's far very clean that each one inn does radical studies on the subject of shoppers. Be it visitors or enterprise relationships, resorts make investments a lot and have a formal system when it comes too concentrated on markets. With regards to visitors all resorts specify applications and perceive the maximum sales producing clients. But, when it comes to business ties this may not be the case.

The conclusion accrued from this item of the questionnaire suggests that maximum lodges have a scientific process in location with regards to obtaining clients or visitors. However, the identical may not preserve proper when it comes to business relationships. Mainly handiest five megastar accommodations have truly a method in region. Smaller accommodations do now not make investments time and electricity in the same. The Taj group as an instance monitors the trend and styles of guests and compare the 'average spent' through a guest and broaden and customize guest stories based totally on that.

## **5.3. Responses of the Proposed Items: Regaining**

This entire segment talks approximately the connection hotels create in terms of re setting up ties with guests or businesses. This perhaps will be done officially or informally. All lodges have a systematic system in place whilst it talks approximately re setting up bonds. They not best ship mails concerning why a visitor has now not visited in a long term however additionally visit the volume of calling such treasured guests. Resorts including the Taj group of motels additionally visit the extent of generating a monthly and quarterly document of all those visitors they have got lost out on. All accommodations additionally have rampant loyalty packages in region. This facilitates in retaining and regaining client relationships. While asked on the sales version in place for such activities, all the 5 celebrity resorts more or less had a fixed budget for these sports. The four big name properties however do not have any particular price range set apart for this pastime.

On the subject of commercial enterprise relationships the outcomes gathered have been no longer the same. A bit over 60% of the respondents agreed that a systematic shape in place with regards to re- organising ties with other businesses. While it came to re- setting up ties with lost treasured groups the gadget become not sturdy at all.

#### **5.4. Responses of the Proposed Items: Maintaining**

The next phase of research turned into conducted to understand the quantity to which motels conducted research and development on the guests and agencies. All resorts surveyed unanimously agreed to the reality that they've a formal device for figuring out which of the modern-day customers are of the highest fee. once more, this is finished using the 'general spent idea' and 'marketplace maintain spent idea.' within the case of groups this is carried out primarily based on which dealer or enterprise gives the maximum cost effective commercial enterprise. Also, in terms of deliver carriers those that provide hassle loose and on time transport are usually deemed to be the most precious.

When it comes to monitoring purchaser relation all hotels strongly do it in relation to their visitors. That is also done with regards to corporations. This courting is vital for the effective functioning of a motel. The cost of preserving each guest and commercial enterprise relationships are more or much less calculated with much zeal. At the cease of the day, maximum motels are profited orientated. Almost one hundred% of the respondents agreed this become executed with recognize to guests at the same time as greater than 60 percent of the respondents agree with the same is finished with recognize to groups.

Ultimately, all hotels are now putting top importance on monitoring the entire purchaser life cycle. However, it is not so notably practiced when it comes to organizations.

#### **5.5. Responses of the Proposed Items: Retaining**

The next thing of the studies paper was to apprehend how motels retained visitors/ clients in addition to business relationships. It changed into used to identify if a two manner communiqué is used and also the purchaser loyalty programs which can be in vicinity. It is basically an analysis on the relationship maintained for customers and businesses.

All resorts tested agree that a very interactive system is used for clients. In relation to business relationships, ordinarily only five star inns have a systematic system in location. The relaxation does not have a scientific version in area. There is one on one discussion with guests. This facilitates to gain information of the visitor needs and preferences.

All lodges have a robust guest loyalty application in vicinity. The Taj institution of motels, Lemon Tree hotels in addition to St. Mark's motel has a loyalty program in vicinity. With regards to B to B advertising and marketing but, only 5 big name resorts have a loyalty application in place. They offer dining reductions, products discounts and live discounts as nicely.

All hotels use media to switch data approximately visitors and companies. They utilize such media to advantage assets as well as to engage with guests and companies. This facilitates in keeping sturdy relationships with all revenue assets of the accommodations. Many accommodations make certain to customize their packages and alternatives primarily based on the client's wants and needs. The Taj organization of inns as an instance has customized check inns for youngsters. They have identified this as a demand and have been able to goal this therefore. The inns customise their loyalty applications primarily based at the corporations that provide top enterprise opportunities to the clients from the ones corporations. This allows them to maintain suitable relationship with the ones companies by way of offering for example: higher programs for the clients from those businesses including more reductions.

#### **5.6. Responses of the Proposed Items: Exit**

Ultimately, the inns go out method turned into determined. We focussed on locating out how a resort terminated their relationships with unwanted guests and enterprise relationships. The

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respondents proved that every one motel has a go out strategy but it is carried out with discretion. Most hotels maintain a document that determines the enterprise furnished via diverse customers and agencies. Lodges generate a document with the ‘manage with care’ guests. Also, the perfect manner inns stop relationships is by means of using sales fashions by means of growing the charges.

**Table 1** Responses of the Proposed Items

		Importance of Customers				Importance of Business				
		1	2	3	4	1	2	3	4	
1	<i>CRM Initiation (Measure)</i>	Potential Customers	0%	0%	40%	60%	0%	1.4%	41.43%	57.14%
		Potential Valuable Customers	0%	0%	65.71%	34.28%	0%	1.42%	60%	38.5%
		Potential High Value Customers	0%	0%	24.28%	75.71%	18.57%	25.71%	18.57%	37.14%
		Continuous Evaluation	0%	0%	24.28%	75.71%	18.57%	25.71%	20%	35.71%
		Lost Customer	0%	0%	48.57%	37.14%	18.57%	25.71%	21.43%	34.28%
		Past Customers	0%	0%	28.57%	71.42%	20%	21.42%	27.14%	31.42%
		Inactive Customers	1.43%	18.57%	27.14%	52.86%	20%	21.43%	28.57%	30%
2	<i>Activities to acquire customers (Acquisition)</i>	Coordinate Messages	0%	0%	20%	80%	52.86%	27.14%	20%	0%
		Communications	0%	0%	22.86%	77.14%	0%	28.57%	20%	51.43%
		Economic Value	0%	0%	25.71%	74.28%	20%	28.57%	18.57%	32.86%
		Customer Value	0%	0%	25.71%	74.28%	20%	25.71%	21.43%	32.86%
		Lost Customer	0%	0%	25.71%	74.28%	17.14%	30%	21.43%	31.43%
		Past Customers	0%	0%	25.71%	74.28%	17.14%	30%	18.57%	32.86%
		Inactive Customers	0%	0%	25.71%	81.42%	18.57%	28.57%	18.57%	34.28%
3	<i>Activities to regain customers (Regain)</i>	Valuable Customers	0%	0%	1.43%	98.57%	27.14%	7.14%	37.14%	30%
		Lost Customers	0%	0%	4.28%	95.71%	42.86%	22.86%	4.28%	31.43%
		Valued Inactive Customers	0%	0%	4.28%	95.71%	22.86%	48.57%	8.57%	20%
		Inactive Customers	0%	0%	0%	0%	0%	0%	0%	0%
4	<i>CRM Maintenance (Maintain)</i>	Highest Value Customer	0%	0%	0%	100%	4.28%	40%	4.28%	51.42%
		Assess Customer Value	0%	0%	4.28%	95.71%	7.14%	35.71%	7.14%	50%
		Retaining Customers	0%	0%	27.14%	72.86%	5.71%	22.86%	42.86%	28.57%
		Relationship Maturity	8.57%	25.71%	1.43%	64.28%	41.43%	24.28%	2.86%	31.43%
5	<i>Activities to retain customers (Retain)</i>	Two-Way Communication	0%	0%	0%	100%	21.43%	4.28%	0%	74.28%
		Customer Loyalty Programs	0%	0%	18.57%	81.43%	22.86%	22.86%	0%	51.43%
		Customer Contact Points	0%	0%	1.43%	98.57%	22.86%	2.86%	21.43%	50%
		Different Values Customers	0%	0%	22.86%	77.14%	22.86%	22.86%	17.14%	37.14%
		Customize Products/Services	0%	0%	8.57%	91.43%	42.86%	21.43%	0%	32.86%
		High Value Customers Expectations	0%	0%	12.85%	87.14%	4.28%	22.86%	20%	51.43%
		Long-Term High-	0%	0%	5.71%	94.28%	2.86%	22.86%	2.86%	70%

		Value Customers								
6	<i>Activities to actively de-market customers (Exit)</i>	Actively Discontinuing Problem Customers	0%	42.86%	1.43%	55.71%	25.71%	4.28%	20%	70%
		Passively Discontinue Problem Customers	1.43%	41.43%	4.28%	52.86%	4.28%	22.86%	7.14%	65.71%
		Disincentives To Low-Value Customers	95.71%	4.28%	0%	0%	95.71%	1.43%	2.86	0%

All motels have been towards the idea of completely terminating relationships via supplying awful offerings and many others. Hence, the responses for the equal pondered that. The facts collected indicate that most motels have an excellent machine in region on the subject of the guests. However, greater can be carried out with respect to the corporations.

## 6. CONCLUSIONS

The primary goal of the research challenge was to get a deep understanding about the marketing practices followed in motels in Bangalore and the CRM systems used. This became conducted the usage of a way method. Firstly, an intensive literature evaluation became performed. Initially the global issue became seemed into and then the research became narrowed right down to the resort industry in India. This supplied a framework of types and formed the idea of the examiner. It also provided a few studies gaps and helped body the outline of the look at.

The second approach employed changed into to behaviour a quantitative and qualitative research on 4 inns in Bangalore. This turned into performed to give a realistic concept of the B to B and B to C practices followed with the aid of four and 5 big name inns in Bangalore. This evaluation drew many unexpected consequences mainly in terms of the evaluation between the 2 classes of hotels. It became found that greater five megastar inns delve into business to business advertising as compared to the five stars.

Based totally at the questionnaire circulated and the interviews conducted, it is glaring that no longer all resorts have a CRM version. Even though they do, they may have one situated inside the Headquarters. What become also mind-blowing is that these resorts do no longer necessarily use sales fashions. CRM systems such as Protal and so forth are used in many hotels. In terms of revenue management but, St Marks resort receives their orders from their head office, the Raheja institution. The Lemon Tree inn additionally gets such recommendation from their headquarters in Gurgaon. This proves that in contrast to worldwide gamers maximum of the Indian lodges are still now not completely focusing at the sales aspect of client courting control.

## 7. SUGGESTIONS AND RECOMMENDATIONS

Primarily based on tremendous research from preceding literature in addition to the survey, it was understood that most lodges do no longer have a totally idiot evidence version to hyperlink CRM activities in addition to revenue. It is critical that resorts look at that because it cannot handiest increase earnings however also reinforce bonds with visitors over the visitor life cycle.

Also, hotels have to think now not only about the strategic goals but additionally tactical goals. Taking all of this stuff into attention bonds with enterprise shareholders and companies so that you can maximise earnings. Based on our findings, it's far obtrusive that maximum motels in Bangalore do no longer cognizance at the enterprise to enterprise market and may

have consequently lose out on valuable commercial enterprise relationships. Focusing on this may help now not best support ties however also growth profits.

Due to a restriction in time, a big survey size couldn't be examined. Consequently, for destiny studies this can be seemed into. Also, the tendencies and patterns of the lodges can be studied to locate gaps and help them with figuring out solutions to those problems so as to increase earnings and fortify bonds with visitors and companies.

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