

## Original Article

### A Study an Effective Role of Customer Relationship Management and Their Need and Preference in Saint Gobin Pvt Ltd

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*This study examines the critical role of Customer Relationship Management (CRM) systems in enhancing customer satisfaction and business performance within the packaging industry, with specific focus on Saint-Gobain Pvt Ltd. Customer Relationship Management has emerged as a strategic imperative for modern organizations seeking to maintain competitive advantage in highly competitive markets. The research analyzes the effectiveness of CRM implementation in improving customer relationships, understanding customer needs and preferences, and driving organizational profitability. Through comprehensive literature review and analysis of CRM practices in the packaging sector, this study identifies key factors that influence CRM success, including technology integration, employee acceptance, and strategic alignment with business objectives. The findings reveal that effective CRM systems significantly contribute to customer satisfaction, loyalty, and business profitability, particularly in B2B environments where relationship management is paramount.*

**Keywords:** Customer Relationship Management (CRM), Saint-Gobain Pvt. Ltd., Customer Satisfaction, Packaging Industry, Business Performance, Salesforce CRM, B2B Relationships

#### Introduction

The global packaging industry represents one of the fastest-growing sectors worldwide, with projections indicating market value exceeding USD 1.2 trillion by 2030. In India, the packaging sector maintains its position among the top five industries, recording impressive annual growth rates of 18-20%. Within this dynamic landscape, Saint-Gobain has established itself as a leading multinational corporation with significant presence in the Indian market since 1996. Saint-Gobain's transformation journey involves leveraging advanced Customer Relationship Management systems to optimize customer interactions and enhance business performance. The company has strategically implemented Salesforce CRM solutions to streamline lead management, consolidate customer interactions, and increase sales process efficiency. This digital transformation initiative reflects the broader industry trend toward customer-centric business models that prioritize relationship building and customer satisfaction. The packaging industry's B2B nature necessitates sophisticated relationship management approaches, as companies must maintain complex interactions with multiple stakeholders including suppliers, distributors, and end customers. In this context, CRM systems serve as critical enablers for managing these relationships effectively while driving sustainable business growth.



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## Review of Literature

### CRM Implementation in Manufacturing and Packaging Industries

Research demonstrates that CRM systems provide significant competitive advantages for manufacturing companies, with studies showing returns of \$8.71 for every dollar invested in CRM technology. In the packaging industry specifically, CRM implementation faces unique challenges including data integration difficulties, cultural resistance to change, and the need for specialized functionality to manage complex B2B relationships.

### Customer Satisfaction and CRM Effectiveness

Studies in the packaging industry reveal that customer satisfaction is primarily driven by product quality (60%), purchase experience (18%), after-sales service (11%), pricing (7%), and shipping facilities (4%). Research indicates that 16% of customers express exceptional satisfaction levels, while 54% demonstrate high loyalty toward packaging companies that implement effective CRM strategies.

### Technology Acceptance and User Adoption

Academic research identifies five critical determinants influencing CRM system acceptance: technology-related factors, management commitment, user engagement, organizational culture, and task alignment. Studies emphasize that successful CRM implementation requires comprehensive training programs, clear communication of benefits, and strong leadership support throughout the transformation process.

### CRM Components and Strategic Integration

Literature analysis reveals four main CRM components: analytical CRM (focusing on data analysis and insights), operational CRM (managing daily customer interactions), collaborative CRM (facilitating cross-functional coordination), and communicative CRM (enhancing customer communication channels). Research shows that analytical CRM receives predominant attention due to growing data volumes and advanced analytics capabilities.

### Industry-Specific CRM Requirements

Studies in the Austrian packaging industry highlight the importance of identifying specific CRM system requirements that enhance user acceptance and drive business results. Research emphasizes that packaging companies require CRM solutions capable of managing complex order processes, quality assurance procedures, and multi-plant operations while providing mobile accessibility for field sales teams.

## Research Gap

Despite extensive research on CRM systems across various industries, significant gaps exist in understanding the specific needs and preferences of customers within the packaging industry, particularly in the Indian market context. Limited empirical studies have examined the relationship between CRM implementation effectiveness and customer satisfaction levels in multinational packaging companies operating in emerging markets.

Furthermore, while numerous studies focus on CRM technology features and implementation challenges, insufficient research addresses the human factors influencing CRM success, including employee acceptance patterns, training effectiveness, and change management strategies specific to the packaging sector. The literature also lacks comprehensive analysis of how CRM systems can be optimized to meet the unique requirements of B2B packaging relationships, where customer interactions often involve complex technical specifications, quality standards, and supply chain coordination.

## Statement of the Problem

Saint-Gobain Pvt Ltd, like many multinational packaging companies, faces the challenge of effectively managing diverse customer relationships while maintaining operational efficiency and driving business growth. Despite implementing advanced CRM systems, organizations often struggle to achieve optimal customer satisfaction levels and may not fully understand their customers' evolving needs and preferences.

The problem encompasses several dimensions: inadequate understanding of customer requirements in the packaging industry context, suboptimal utilization of CRM system capabilities, insufficient alignment between CRM functionality and business processes, and limited insight into the factors that drive customer loyalty and satisfaction in B2B packaging relationships.

## Scope of Study

This research focuses on analysing the effectiveness of Customer Relationship Management systems within Saint-Gobain Pvt Ltd, examining both technological and human factors that influence CRM success. The study scope includes evaluation of current CRM practices, identification of customer needs and preferences, assessment of system utilization effectiveness, and analysis of the relationship between CRM implementation and customer satisfaction outcomes. The geographic scope encompasses Saint-Gobain's Indian operations, with particular attention to the packaging solutions segment. The temporal scope covers recent CRM implementation initiatives and their impact on customer relationships and business performance metrics.



## Objectives

### Primary Objectives:

- To evaluate the effectiveness of CRM implementation in enhancing customer relationships at Saint-Gobain Pvt Ltd
- To identify specific customer needs and preferences within the packaging industry context
- To assess the impact of CRM systems on customer satisfaction and business performance metrics

### Secondary Objectives:

- To analyse the factors influencing CRM system acceptance and utilization among employees
- To examine the alignment between CRM functionality and customer relationship management requirements
- To propose recommendations for optimizing CRM effectiveness in meeting customer needs and preferences

## Methodology

This research employs a mixed-methods approach combining quantitative data analysis and qualitative insights to provide comprehensive understanding of CRM effectiveness and customer preferences. The methodology draws upon established research frameworks used in packaging industry studies and CRM evaluation models.

Research Design: Descriptive and analytical research design utilizing both primary and secondary data sources to examine CRM implementation effectiveness and customer relationship patterns.

## Data Collection Methods:

- Primary data through structured questionnaires distributed to Saint-Gobain customers and employees
- Secondary data from company CRM systems, performance metrics, and industry reports
- Semi-structured interviews with key stakeholders including sales teams, customer service representatives, and management personnel
- Sampling Framework: Purposive sampling technique targeting Saint-Gobain customers across different segments, with sample size determined based on customer portfolio composition and statistical significance requirements.
- Analytical Techniques: Statistical analysis using descriptive statistics, correlation analysis, and regression modeling to identify relationships between CRM variables and customer satisfaction outcomes. Qualitative analysis through thematic coding of interview transcripts and open-ended survey responses.

## Findings

Based on comprehensive analysis of CRM implementation at Saint-Gobain and industry benchmarking studies, several key findings emerge regarding the effectiveness of customer relationship management in the packaging industry.

### CRM System Performance Impact:

Saint-Gobain's implementation of Salesforce CRM has resulted in significant operational improvements, with sales teams recording twice the number of sales meetings within the first year of implementation. The integrated system provides comprehensive project management capabilities and enables data-driven customer conversations through consolidated customer information.

### Customer Satisfaction Drivers:

Research reveals that customers in the packaging industry prioritize product quality, reliability, and technical support as primary satisfaction factors. The implementation of CRM systems enables companies to better understand these preferences and tailor their service delivery accordingly.

### Technology Adoption Patterns:

Studies show that mobile CRM applications achieve adoption rates of up to 90% when properly implemented, with field sales representatives appreciating the flexibility and convenience of mobile access to customer information. This high adoption rate indicates strong user acceptance when CRM systems are designed to meet practical operational needs.

### Business Performance Correlation:

CRM implementation demonstrates positive correlation with business profitability, customer retention, and sales effectiveness. Companies implementing comprehensive CRM strategies report improved customer lifetime value and enhanced competitive positioning in the marketplace.

### Integration Benefits:

Successful CRM integration with existing enterprise systems, including ERP and supply chain management platforms, provides holistic visibility into customer interactions and operational data. This integration capability is particularly valuable in the packaging industry where customer relationships involve complex technical and logistical coordination.

## Suggestions

**Based on research findings and industry best practices, the following recommendations are proposed for enhancing CRM effectiveness at Saint-Gobain Pvt Ltd:**

**Strategic Alignment:** Ensure CRM implementation aligns with broader business strategy and customer-centric objectives. Establish clear performance metrics linking CRM utilization to customer satisfaction outcomes and business results. **Employee Engagement:** Develop comprehensive training programs addressing both technical CRM functionality and customer relationship management skills. Create incentive structures encouraging CRM adoption and effective utilization across all customer-facing roles. **Customer-Centric Design:** Configure CRM systems to reflect specific needs of packaging industry customers, including technical specification management, quality documentation, and supply chain coordination capabilities. Implement customer feedback mechanisms to continuously improve service delivery.

**Data Analytics Enhancement:** Leverage CRM analytical capabilities to gain deeper insights into customer behaviour, preferences, and satisfaction drivers. Implement predictive analytics to anticipate customer needs and proactively address potential issues. **Integration Optimization:** Ensure seamless integration between CRM systems and other business applications to provide comprehensive customer visibility and streamlined operations. Implement automated workflows reducing manual tasks and improving response times.

## Conclusion

The implementation of effective Customer Relationship Management systems represents a critical success factor for packaging industry companies seeking to enhance customer satisfaction and drive business growth. Saint-Gobain's experience with CRM implementation demonstrates the significant potential for improving customer relationships through strategic technology deployment and organizational commitment. Research evidence clearly indicates that CRM systems, when properly implemented and aligned with customer needs, deliver substantial benefits including improved customer satisfaction, enhanced sales performance, and increased business profitability. The key to success lies in understanding specific customer requirements, ensuring strong organizational support for CRM adoption, and maintaining continuous optimization based on performance feedback.

For Saint-Gobain Pvt Ltd and similar packaging companies, the path forward involves leveraging CRM capabilities to build deeper customer relationships, enhance service delivery, and maintain competitive advantage in an increasingly dynamic marketplace. Success requires ongoing commitment to customer-centric strategies, technology optimization, and organizational development focused on relationship management excellence. The packaging industry's continued growth and evolution necessitate sophisticated customer relationship management approaches that can adapt to changing market conditions while maintaining focus on customer satisfaction and business sustainability. CRM systems provide the foundation for achieving these objectives when implemented with strategic vision and operational excellence.

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