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## Tractors and Technology - Enhancing Customer Relations through CRM

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### Abstract

This paper aims to study the rapidly evolving landscape of the Indian tractor industry, the integration of technology and Customer Relationship Management (CRM) systems has emerged as a pivotal strategy for enhancing customer relations. This research paper explores the profound impact of CRM implementation on customer relationships within the context of the tractor manufacturing and dealership sector. The paper begins by providing an overview of the tractor industry's current challenges and dynamics, highlighting the competitive pressures, and changing customer expectations faced by tractor manufacturers and dealers. It then delves into the role of CRM systems as powerful tools for capturing, analysing, and leveraging customer data to develop personalized engagement strategies. It also discusses how CRM systems enable tractor companies to provide timely and customized services, predictive maintenance, and seamless communication channels. Furthermore, the paper explores the challenges and potential barriers to CRM implementation in the tractor sector, addressing issues related to data security, user adoption, and integration with existing systems. It offers insights into best practices and strategies to overcome these challenges successfully. The paper concludes by emphasizing the transformative impact of CRM on the tractor industry's customer relationships and its potential to drive sustainable growth and profitability. It highlights the need for tractor manufacturers and dealers to embrace CRM technologies as essential tools in their pursuit of customer-centric excellence. In an era where technology-driven customer engagement is paramount, this research paper serves as a valuable resource for tractor industry stakeholders, providing actionable insights into how CRM can be harnessed to foster stronger, more enduring relationships with customers, ultimately leading to a more prosperous future for the farming and Agricultural sector with support and growth of Tractor industry.

**Keywords:** CRM, Brand Loyalty, Customer Satisfaction, Customer Retention, Customer Centric Approach,

### I INTRODUCTION- A BRIEF OF INDIAN TRACTOR INDUSTRY: -

The Indian tractor industry is one of the largest and most competitive in the world. It has been growing at a significant rate over the past few years, with several domestic and international players making their presence felt in the market. The Indian tractor industry is primarily dominated by a few large players such as Mahindra and Mahindra, TAFE, Escorts, Sonalika, and John Deere. These players account for a major share of the total market, but there are also many smaller players operating in the industry. The Indian tractor industry has been driven by several factors including increasing demand for food, rising mechanization in agriculture, increasing government support, and favourable government policies. Additionally, the Indian tractor industry has been witnessing rapid advancements in technology, fuel efficiency, and comfort features, which has further boosted demand. Tractors are the prime equipment of farm mechanization. Tractors are capital-intensive machines, and the sale of such machines depends largely on bank credit facilities. Tractors replace manual and animal labor on agricultural farms. These are also used for transportation/haulage (with a trolley attached to it), electricity generation, use at building construction sites and other places through its PTO (Power Take Off) function.



<sup>3</sup>The Indian Tractor Industry has made a significant progress in terms of production and capacity. Around one million Tractors are produced every year in India. The population of running tractors in India is around 30 million compared to 9 million tractors in China.

The Indian tractor industry has advanced in technology and growth even in comparison with countries which were pioneers in tractor manufacturing! It reflects the dynamism of the Indian Industry and maturity of the policies adopted by the Government of India to meet the needs of the farmers. Imported as well as indigenous technology was used to meet the overall requirements of the farming fraternity. Now the number one tractor manufacturing company in the world is an Indian Company: Mahindra and Mahindra Limited.

In our country tractors have been imported for long time. Additional production of tractors to meet the customer demand was constrained because of government licenses. The increased demand of tractors after the Green Revolution in 1968 led to collaborations. Government of India now encouraged indigenous production. Credit facilities for the purchase of tractors were enhanced. Bank schemes were liberalized to help market growth. The imports continued till 1973. On account of the oil crisis in 1973, the import of fully built-up tractors was banned. New manufacturers entered the manufacturing arena leading to stagnation in demand. Actually, the market became competitive since 1973.

The government lifted the Statutory Price Control on Tractors. They gave direction to the commercial banks to expand rural lending. Bank Credit availability to farmers increased significantly. The tractor market expanded rapidly from the beginning of 1977.

The production of tractors more than doubled during the next five-year period. It was 33,000 units in 1975 and increased to over 71,000 units in 1980. The number of tractors in use also crossed five lac units.

The government gave exemption of excise duty on tractors with lower drawbar power, to help small farmers. Production went up to 75,000 tractors in the year 1985. In 1990 around 1,40,000 tractors were produced. The number of tractors in use in India reached one million units in 1989 and in 1990 the population of tractors was estimated to be 1.2 million units. In the eighties, India started exporting tractors also, mainly to some African countries.

After the economic reforms in 1991, along with few other industries; the Government of India dispensed off the compulsion of industrial license for tractor manufacturing also. Even foreign companies were permitted to take up production in India. Production increased during this period to over 2,55,000 units. The number of tractors in use in India at that time was over two million units. Thus, the tractor manufacturing industry was well established by the end of the 20th century in India. Agriculture, Farm Mechanization and Customer Care are the three areas where maximum focus is required to be given in India. The Government, the Public Sector, the Private Sector, and the farmers themselves are increasingly realizing this need and are also making an all-out effort to cater to this need.

In order to further strengthen and support the agricultural sector, several initiatives have been taken by the Government of India under the Atma Nirbhar Bharat Abhiyan.

आत्मनिर्भरभारतअनर्याि : (Atma Nirbhar Bharat Abhiyan) :-The government is also bringing up agricultural reform laws for farmers. When there is so much focus from all quarters on farming, mechanization and consequently customer care, then this is the opportune time to find and fill the gaps in the Customer Relationship Management (CRM) in the Tractor Industry through our survey and research and be useful to the society. This is the reason why this topic was chosen for study.

Government of India (GOI) has announced 1 Lakh crores towards Agri Infrastructure Fund and this financing will be provided for funding agriculture infrastructure projects at farm-gate & at

aggregation points and for financially viable post-harvest management infrastructure. It shall lead to reforms in essential commodities Act, Agriculture Marketing and Agriculture Produce Pricing and Quality Assurance also given by government to farmers; these legislative reforms seek to remove agricultural commodities such as cereals, pulses, oilseeds etc. from the list of essential commodities and aim to reform agricultural marketing.

Studies also support to some extent PM Garib Kalyan Ann Yojana in which already. The tractor industry played a vital role in our country's Farm Development. The spectacular growth was mainly aided by the fundamental regulatory changes in the Industrial Sector. There are 16 domestic companies alongside four global one's manufacturing tractors in the country at present. Regarding market share, five companies in India account for more than 80% of the share in the tractor industry -- Mahindra and Mahindra, TAFE, ITL-Sonalika, Escorts, and John Deere. In this we studied buying habits of Customers, their interests, financial support to the farmers, efforts undertaken by Tractor dealers to convince customers, 'After-Sale Support' available, selling skills, spare parts availability, and customer support. These points deeply affect the market share, selling trend of a product, and most important unique selling factors which create a differentiating impact on the customer understanding. Tractor manufacturers in India realized that their existence depended on thorough knowledge of consumers and understanding of their buying behavior. The earlier consumer behavior studies highlighted the way in which people build their preferences and how they spend their resources, time, money, effort on consumption-related things based on their plan.

#### Major Tractor Manufacturers in India:

S.No	Company Name	Website	Tractors Since	Location
1	Standard Tractors	<a href="http://www.standardcorp.in">www.standardcorp.in</a>	1990	Barnala, Pb.
2	Mahindra & Mahindra Tractors	<a href="http://www.mahindractor.com">www.mahindractor.com</a>	1965	Mumbai, M.S.
3	Tractors and Farm Equipment Limited	<a href="http://www.tafe.com">www.tafe.com</a>	1961	Chennai, T.N.
4	Escorts Agri Machinery	<a href="http://www.escortsgroup.com">www.escortsgroup.com</a>	1971	Faridabad, Har
5	Sonalika -International Tractors Limited	<a href="http://www.sonalika.com">www.sonalika.com</a>	1998	Hoshiarpur, Pb.
6	John Deere India Private Limited	<a href="http://www.deere.co.in">www.deere.co.in</a>	1999	Pune, M.S.
7	New Holland Tractors	<a href="http://www.newhollandindia.co.in">www.newhollandindia.co.in</a>	1999	Noida, U.P.
8	HMT Tractors	<a href="http://www.hmttractors.co.in">www.hmttractors.co.in</a>	1971	Pinjore, Har
9	Force Motors Limited	<a href="http://www.forcemotors.com">www.forcemotors.com</a>	1997	Pune, M.S.
10	Preet Tractors	<a href="http://www.preetagro.com">www.preetagro.com</a>	2002	Nabha, Pb.
11	Mahindra Gujarat Tractor Ltd.	<a href="http://www.mahindragujarat.com">www.mahindragujarat.com</a>	1963	Rajkot, Guj
12	Same Deutz – FAHR India (P) Ltd.	<a href="http://www.samedeutz-fahr.com">www.samedeutz-fahr.com</a>	1999	Ranipet, T.N.
13	Indo Farm Industries Limited	<a href="http://www.indofarm.in">www.indofarm.in</a>	2000	Baddi, H.P.

14	Kubota Agricultural Machinery (I) Pvt.Ltd.	<a href="http://www.kubota.co.in">www.kubota.co.in</a>	2008	Chennai, T.N.
15	Captain Tractors Pvt. Ltd.	<a href="http://www.captaintractors.com">www.captaintractors.com</a>	1998	Rajkot, Guj.
16	Trishul Tractors Pvt. Ltd.	<a href="http://www.trishultractors.com">www.trishultractors.com</a>	2003	Rajkot, Guj.
17	Eicher Tractors	<a href="http://www.eicher.in">www.eicher.in</a>	1961	Chennai, T.N.
18	White Wagon Private Limited	<a href="http://www.whitewagon.in">www.whitewagon.in</a>	2009	Rajkot, Guj.
19	SAS Motors Limited	<a href="http://www.sasmotors.net">www.sasmotors.net</a>	2003	Faridabad, Har
20	VST Tiller Tractors Ltd.	<a href="http://www.vstillers.com">www.vstillers.com</a>	1983	Bengaluru, Kar.

## II. LITERATURE REVIEW - CUSTOMER RELATIONSHIP MANAGEMENT (CRM):

<sup>1</sup>A relationship is a feeling of connectedness between two people or a group of people. There is a feeling of belongingness, experiences good or bad or mixed, memories pleasant or painful. <sup>2</sup>Once a product is sold to a customer; a new relationship is formed between two people viz the seller and the customer. Simultaneously a new relationship is also formed between the Manufacturer and the user. A new relationship is also formed between the Product Designers and the End Users.

Some relationships can be short lived; a onetime transaction: ‘Sell, make profit, and forget’. However, for a person with foresight, this ‘One Time Transaction’ has the potential of getting converted into a longtime association of product use, service, spares, and Seller-Customer relationship of mutual trust, product satisfaction, value for money, repeat purchases, word of mouth, public opinion building, introducing new customers, company-customer meets, improvements in product design and establishment of a brand name!

Winning the trust of the customer through Quality Service, Customer Care, Customer Contact, and efforts towards Customer Retention are the keys to maintaining a strong relationship with the customer.

**III IMPORTANCE OF CRM:** CRM stands for Customer Relationship Management. It is a strategy used by companies to manage interactions with customers and potential customers. CRM systems help companies to organize customer data and use it to build and maintain relationships, improve customer satisfaction and loyalty, and increase sales and profitability. The goal of a CRM system is to build long-term relationships with customers by understanding their needs and preferences and providing customized products, services, and support. Tractor companies in India are using CRM for various customer-centric activities such as Lead Management, Sales Management, Service Management along with complete Marketing and brand Management.

**IV Benefits of CRM:** <sup>9</sup>CRM offers numerous benefits to businesses, including improved customer satisfaction, increased sales revenue, more efficient marketing, streamlined business processes, better customer data organization, enhanced collaboration between departments, and increased customer loyalty. By centralizing customer data and automating business processes, <sup>10</sup> CRM systems allow businesses to provide faster and more personalized customer service, identify revenue opportunities, and improve overall operational efficiency.



**V Conclusions of CRM:** - In conclusion, CRM or Customer Relationship Management is a crucial tool for businesses looking to improve their customer service, increase sales revenue, and optimize their operations. By centralizing customer data and streamlining business processes, CRM systems allow companies to automate many of the manual tasks, reduce errors and gain better insights into customer behavior, enabling them to offer more personalized and customized products and services. However, not using CRM systems can pose a significant threat to companies, including Lost opportunities, Inefficient operation, poor customer services and inaccurate decision. In summary, not using CRM systems can lead to missed opportunities, reduced efficiency, poor customer service, and inaccurate decision-making which can negatively impact the business. Therefore, it is essential that businesses embrace CRM technology to gain a competitive advantage, improve customer satisfaction, and increase profitability.

**Suggestions for further reading:**

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2. ‘Driving Customer Loyalty: The Power of Automotive CRM’ – The Salesforce
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