MAKE A PHONE CALL, INCREASE CONSUMER AWARENESS AND INCREASE YOUR COMPANY PROFIT

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Abstract :

Business-to-business telemarketing is essentially marketing conducted via the medium of the telephone. "Marketing" in itself is the act of bringing a service or product (or combination thereof) to the intended market or target group and creating a need for it among those we want as clients. Some people rather indiscriminately call ANY outbound calling "telemarketing" but in reality there are other forms of telephone work which cannot exactly be included in the concept of telemarketing. Telesales is sales, not marketing. Client-satisfaction interviews conducted by phone are equally not specifically marketing... although both activities are definitely RELATED to telemarketing. Personally, I would exclude "cold calling" from telemarketing also, specifically if it's executed without a cleverly planned approach AND a unique message.

When we speak of B2B telemarketing we mean...

"The act of contacting preselected members of your intended target group either for prospecting or presentation of your services/goods for the purpose of creating interest."

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In other words, B2B telemarketing covers prospecting — the act of finding those who are potential buyers and need your services/goods and have the power to decide where their company buys these goods/services — as well as those actions that follow the initial contact if done via a phone.

On top of these subjects, we will also investigate the barriers which impede telemarketing (and traditional telemarketing in particular) from obtaining the expected results both in terms of quality and quantity.

Key words:marketing, telemarketing, Ford India Pvt Ltd, Fast way marketing, phone sale

Introduction:

Markets:

The concepts of exchange and relationships lead to the concept of a market. A market is the set of actual and potential buyers of a product. These buyers share a particular need or want that can be satisfied through exchange relationships.

Marketing:

Marketing is the business function that identifies customer needs and wants. Creating customer value and satisfaction are the heart of modern marketing thinking and practice. marketing is the delivery of customer satisfaction at a profit.

What is Telemarketing?

Telemarketing is a direct marketing method done by phone, considered as the quickest and most efficient way of generating business leads. While many organizations use it as a standalone marketing technique, telemarketing becomes most dynamic when integrated with other mainstay campaigns. Thus, most businesses combine telemarketing with their existing marketing infrastructure to maximize productivity from lead generation to sales conversion.

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Types of Telemarketing:

There are basically two types of tele marketing, inbound telemarketing and out bound telemarketing. Inbound Tele Marketing is usually from prospective customers who are looking at either finding out more information about a particular product or services; or are looking at placing an order for a product or service. Out Bound Tele Marketing is usually targeted towards prospective customers or clients and involves informing them about a product or service.

Need and Importance of the study

This Particular topic is chosen because every organization requires Tele Marketing to sustain in long run and provide good services. Tele Marketing helps to modify or develop new product as per the market needs and preferences. The purpose of market research is to help companies make better business decisions about the development and marketing of new products. Market research represents the voice of the consumer in a company.

Scope Of The Study

The study has a wider scope covering the Marketing Research of the people who are using Heritage products and it also emphasizes on the parameters like customer awareness, customer perception branding value and image. It also throws a light on the customer awareness of the retail industry with attention to **Ford India Pvt Ltd**. The study covers the entire branding features on their impact on customer

Objectives Of The Study

- To know the customer perception on Tele Marketing in**Ford India Pvt Ltd** products.

- To know the customer satisfaction on Tele Marketing in**Ford India Pvt Ltd** products.

- To estimate the factors influencing the buying behavior of the customer in Tele Marketing .

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- To know the brand image among the customers.

- To know the brand awareness among the customers.

Methodology:

Nature of the Data:

The data collected for the study was mainly primary in nature. There is first hand information which is customer opinion, towards the company products. Besides this secondary data was also collected from company brochures and company websites.

Sources of Data:

Primary data was collected from the customers who are using **Ford India Pvt Ltd** products in Hyderabad city. Secondary data was collected from the company brochures and company websites.

Methods of Data Collection:

The method adopted to elicit information from customers is structured questionnaire that contains close, open ended questions. The reason for choosing the questionnaire method is primarily due to the qualitative nature of the study.Wide range of information about customer opinion, perception, and expectation is gathered through survey from Hyderabad city.

Sampling Design:

Sample Unit: The sampling unit is customers who are using **Ford India Pvt Ltd** products, Hyderabad.

Sample Size: The sample size is 100 customers in Hyderabad city.

Sampling Method: Random Sampling

Limitations:

1. As the most of the customers were businessmen hesitate give correct information.
2. The time period of project is 45 days.
3. Though the customers wanted to give information they could not give as it wastes their business time.
4. The accuracy of the answers depends upon the mode of interest of respondents.
5. Though the customers wanted to give information they could not, as they felt it takes away their business time.
6. The accuracy of the answers depends upon the mode of interest of respondents.
7. The opinions of the sample may or may not depict the exact opinions of the total population.
8. The sample size taken is only 100 and as such is very small as compared to the universe, this is due to the constraints of time and effort, and as such may not be enough to generalize to the entire population, however it is presumed that the sample represents the universe.
9. Respondents might have responded with the actual feelings of facts while giving responses to the questionnaire.
10. Time being a limiting factor was not sufficient to gather opinions from majority of the respondents, who form part of the universal sample.
11. While every care as been taken to eliminate perceptual bias from the side of the researcher and the respondents however certain element of bias might have set in to the research inadverantly.
12. Since this study concentrated on Tele Marketing towards **Ford India Pvt Ltd**, no attempt was made to study other activities of the organization. Such as finance, human resource management etc.,

DATA ANALYSIS&INTERPRETATION

Figure 1, How do you advertise your business?
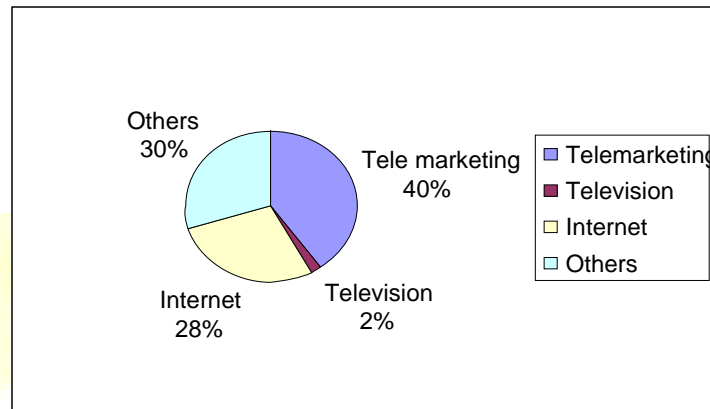
Interpretation:

The above table discloses the facts that most of the respondents i.e., 40% use Tele marketing for advertising, 30% of them uses their own advertisement tools.,28% of the respondents are using online media for advertising.only2% of them are using Television as their advertising too
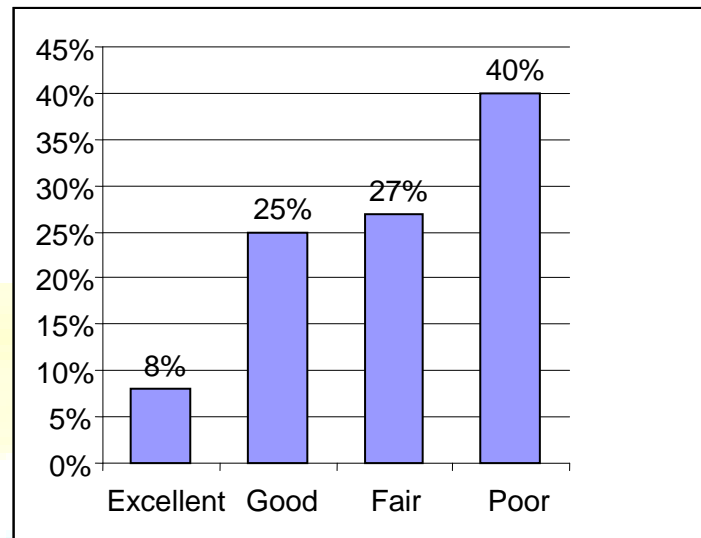
Figure 2, What is the purpose of improving new Tele marketing?
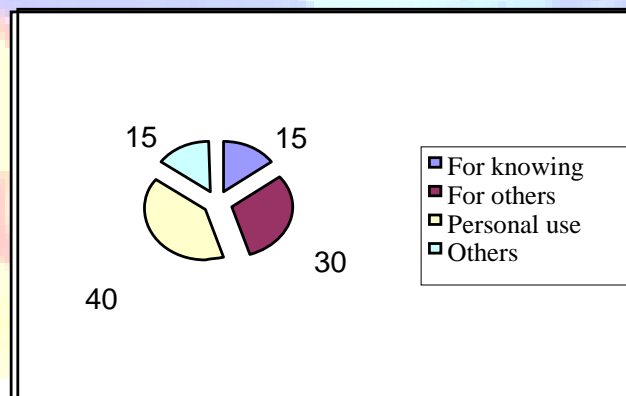
Interpretation:

Looking at the above scenario we can easily say that most of the respondents use new products for Personal use. The figures include 15% for knowing about 30% for others, 40% Personal use and 15% others.
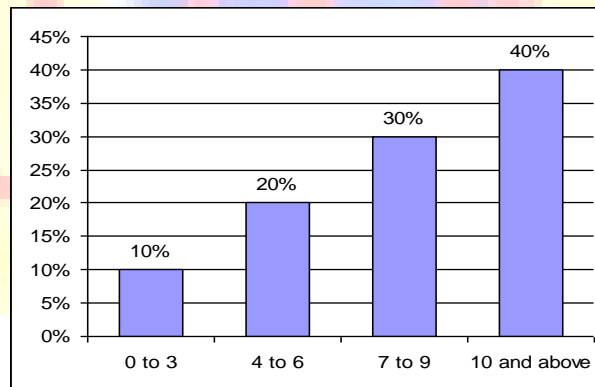
Figure 3, Quality Of services in respect of Tele marketing?

Interpretation:

By observing the above chart 40% of respondents are accepting services of websites are poor,25% say good,27% agree fair and only 8% accept excellent. By this we can conclude that the services of the websites are poor.
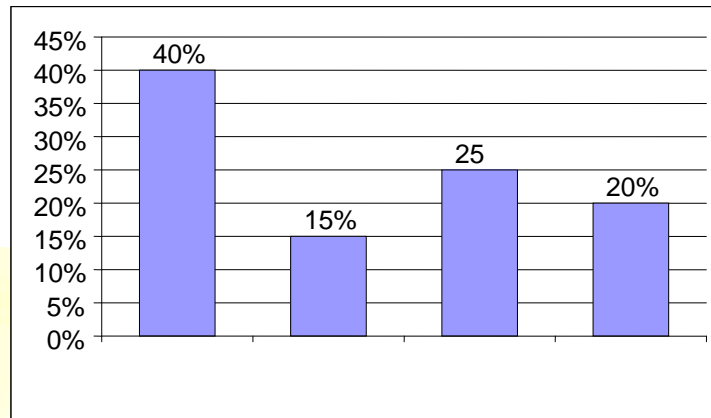
Figure 4, How many products have you changed during the past one month?

Interpretation:

For the above question my findings are shown as 40% of the respondents
view 10 and above products per month, 30% view 7 to 9, 20 % use 4 to 6 new arrivals and 10%
views 3 or less products

Figure 5, Which product (Tele marketing) gives the clear information about the related with their images?

Interpretation:

For the above findings we see that 40% of the respondents say that Insurance india.com provides clear information about the related with their images, 15% accept with Pension .com and 25% and 20% respondents accept with the services of new pension.com and Pensionplansindia.com respectively

Figure 6, Taking all factors into consideration what is youroverall rating in respect of this new Tele marketing?
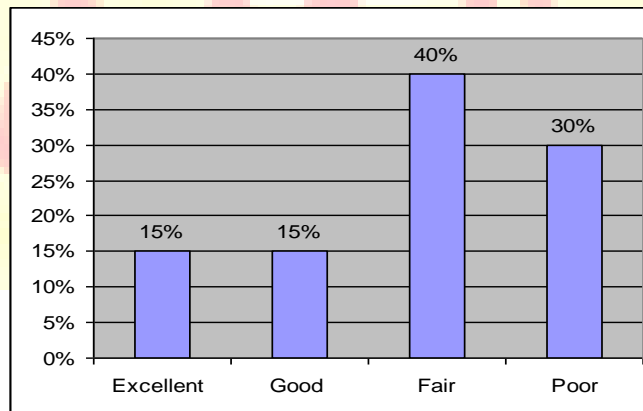
Interpretation:

By taking all factors into consideration 50% respondents agree that these sites serve poor, 30% agree they are fair, 15% say good and only 5% say these sites serve excellent.

FINDINGS

❖ Most of the Public and customers use Tele marketing next to News paper for sales.

❖ I have found that Most of the Public and customers think Tele marketing is the easiest way of sale.

❖ As per my Survey I found that many new product Tele marketing sites serve somewhat important to Public.

❖ I found that Selling and buying are the important purpose of watching new products.

❖ Most of the Public and customers agree that the a Tele marketing through online is expensive.

❖ Most of the Public and customers agree that none of the leading online advertising websites gives clear information with images.

Suggestion:

• As Most of the Public and customers think Tele marketing is Expensive so it will be better to use penetration method.

• As most of the websites do not provide clear information with images so it will be better to include images in our new products.

• Most of the Advertisement websites target only Public so it will be better to provide an opportunity forces tomerslike Developers, Suppliers, etc.

• Most of the buyers buy on installment basis so it will be better to provide information of financial institutions or bankers who provide credit facility.

• Regular Updating should be made for better services.

Conclusion

In a competitive industry, businesses need to use all the resources they have, including skills and knowledge. Continuous improvement at Corus provides a process in which everybody can play a part in moving the business forward. Working in teams enables employees to share their ideas and expertise.

Using the expertise of staff helps the business to develop. It also empowers individuals to take on responsibility and provides them with increased job satisfaction.

Tele marketing may involve risk, such as investing time, resources and money in new technologies. However, it also creates business opportunities.

However, in meeting these needs, it has also opened up other business opportunities. By winning this contract, it is now able to make this higher grade steel available as part of its product portfolio. As a long-term strategy, it will help the business to outperform its competitors and increase its market share.

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