

CUSTOMER RELATIONSHIP MANAGEMENT IN NAKHONPATHOM PROVINCIAL WATERWORKS AUTHORITY

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ABSTRACT

The goal of this paper is to examine and provide a detailed investigation of customer relationship management in provincial waterworks authority. CRM help to establish, develop, maintain and optimize long term mutual valuable relationship between customer and organization. With that respect it have been investigated relationship between provincial waterworks authority water and consumers in Phutthamonthon region by conducting survey. In order to have a better understanding of customer satisfaction the survey questioner were developed based on the literature review. In addition to individual survey, detail study has conducted to gain more information about company relationship with customers. After detail analysed of data that collected from survey and were able to confirm that the customer relationship between provincial waterworks authority water and residents are not satisfactory level. Customer relationships with utilities services are usually seen as a lack of concern. In order to improve relationship between provincial waterworks authority and customer highly recommend implementing better CRM system to provincial waterworks authority. With the recent escalated of water and wastewater charges company hasn't been able to provide better service to their customers. The Survey found there is none imbalance between increase of water price and proper services and facilities. Implementation of successful CRM system to provincial waterworks authority water bring many benefits, which helps to better understand, improve communication, delivery and develop existing customer relationship in addition to creating new customer.

Keywords–Customer Relationship Management (CRM), Water bills, Provincial Waterworks Authority

INTRODUCTION

The investigation of customer satisfaction in Phutthamonthon area in regarding to the increasing of water bills. In order to analysis customer satisfaction, have delivered some questioners to residents in Phuttamonton Subdistrict. However, in this survey it only focus on the two suburbs due to some constrains, our area of interest was Salaya and Klonyong. The Nakhonpathom Provincial Waterworks Authority owns and maintains the significant underground network of water and wastewater mains that deliver water throughout the city and collects and treats wastewater (sewage) from homes and businesses. This paper also discusses about several problems regarding to the quality of water and system reliability of the equipment in Nakhonpathom Provincial Waterworks Authority. Furthermore, also offer some specific solution considering these issues due to have imbalance between increase the price of water and service quality by Nakhonpathom Provincial Waterworks Authority.

OBJECTIVE

The objective of this report is to investigate customer satisfaction in relevant to recent escalated of rates, improve customer satisfaction and demonstrate how CRM has significant role to customer satisfaction. To achieve the objectives, the customer's perspective will be obtained from the survey in Phuttamonton Subdistrict areas by using questionnaires. Then, the result from the customer feedback will be analysed.

LITERATURE AND THEORY

Customer Relationship Management (CRM) is managing customer knowledge for better understanding and serving them (Aofah and Ijaz, 2005). It is an application that allows companies to make the move towards being a customer centered organization by putting the customer at the centre of all the information that relates to them and allowing authorized people within the organization to access the information.

The primary objective of CRM is to increase profitability, revenue and customer satisfaction. In order to achieve CRM, a company extensive set of tools, technologies and procedures promote the relationship with customer. As a consequence, CRM is fundamentally a strategic business and process issue rather than technical issue. CRM consists of three components that are customer, relationship and management as shown in below figure.

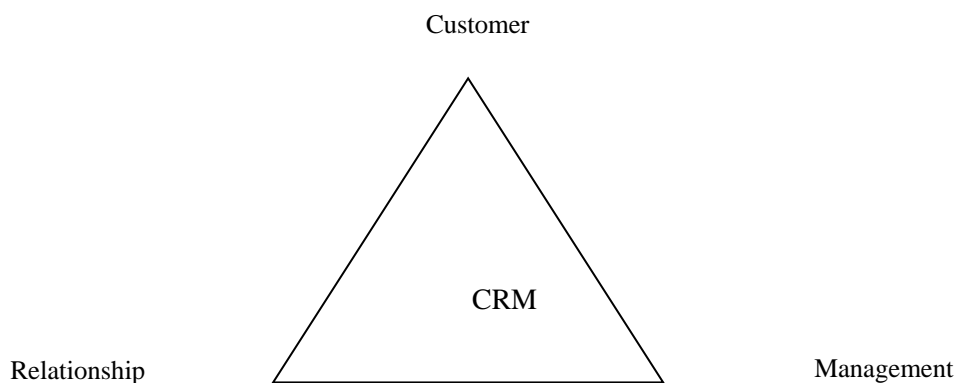


Figure 1. Component of CRM

According to Buttle (2004), there are five key steps in the development and implementation of CRM strategy.

1. Customer portfolio analysis: this step relates an analysis potential customer base in order to identify which customers' requirement to serve in the future. The most priority will strategically important customers including those that will generate profit in the future
2. Customer intimacy: company will get customer identity, profile, requirements and expectations
3. Network development: company will identify and manage relationship with company's network members. These are the organization and people that contribute to the creation and delivery of the propositions for the chosen customers.
4. Value proposition development: this relates to identify sources of value for customers and create a proposition and experience that meet their requirements.
5. Manage the customer life cycle: process of how will the company go about the significance processes of customer acquisition, retention and development and structure: how will the company organize itself to manage customer relationship.

There are many researches provide benefits of using CRM to implement in the business. According to Chen and Popovich (as cited in Sharma, 2012), CRM applications are able to deliver repositories of customer data at a much lower cost than exiting network technologies. Throughout an organization, CRM systems can collect, store, maintain, and distribute customer knowledge. Moreover, effective management of information

has a significant role to play in CRM because it can be used to for product tailoring, service innovation; consolidate views of customers, and for calculating customer lifetime value.

In the other words, CRM systems assists companies evaluate customer loyalty and profitability relied on repeat purchases, the amount spent. Bull (as cited in Sharma, 2012) supported that CRM makes it practicable for companies to find unprofitable customers that other companies have abandoned. This position is supported by Galbreth and Rogers (as cited in Sharma, 2012) that CRM helps a business organization to fully understand which customers are worthwhile to acquire, which to keep, which have untapped potential, which are strategic, which are important, profitable and which should be abandoned. Greenberg focus on CRM can mitigate the true economic worth of business by developing the total lifetime value of the customer, adding that successful CRM strategies encourage customers to buy more products, stay loyal for longer periods and communicate effectively with a company. CRM can also ensure customer satisfaction through allocation, scheduling and dispatching the right people, with the right parts, at the right time (Chou et al., 2002). Curry and Kkolou (as cited in Sharma, 2012) refer to the major benefits and reasons for adoption of CRM which include: customers from the competition will come prefer the organization; a simplified, customer – emphasized internal organization will simplify the infrastructure, shrinking the work flow and eliminating non-productive information flow; and profits will increase from satisfied customers which will lead to more compact and focused company. Due to the fact that the State Government charges Allconnex to buy water from them, the price is then passed directly to Allconnex customers. Therefore, CRM will be implemented in this project in order to increase customer satisfaction and improve relationship between company and their customers.

METHODOLOGY

Survey design

1. Selection of the towns

Nakhonpathom Provincial Waterworks Authority is responsible for the delivery of water, wastewater and recycled water service to households and businesses across the three local government areas. These are including Salaya, and Klonyong sub-district.

2. Structure of questioner

The questioner was divided into two different sections. The question itself consists of 10 different questions. The content of questioner is include:

- Section A, refer to detail information of customer profile
- Section B, is deal with the following topic such as water supply, problems related to water service, quality of water, water bills issues, nature of problems to contact customer service, long of period to solve the problems, rate of customer service, experiencing with increasing water bills compared to the service, suggestion for improve water service

Implementation

Collection data was carried out from the Phuttamonta Subdistrict residents. Most of residents are living in different suburbs such as Salaya, Klonyong, and Mahasawat. The questioner was delivered into 50 questioners but we only got 34 questioners from this survey.

DISCUSSION

Data Analysis

1. Customer Detail

The overwhelming majority of correspondent who contribute in this survey is (41%) respondent from Salaya and from different suburb near Klongyong (69%). In questioners for section A, several questions regarding to customer details. Generally, they are giving a same respond. For example, types of accommodation, most of correspondents are choose house (42%). However, there are some people were responding living in the apartment (18%) and unit (21%). In addition, lots of residents give comment that especially they are who living in the house. They said that increasing of water demand has a negative impact on the increasing of water bills.

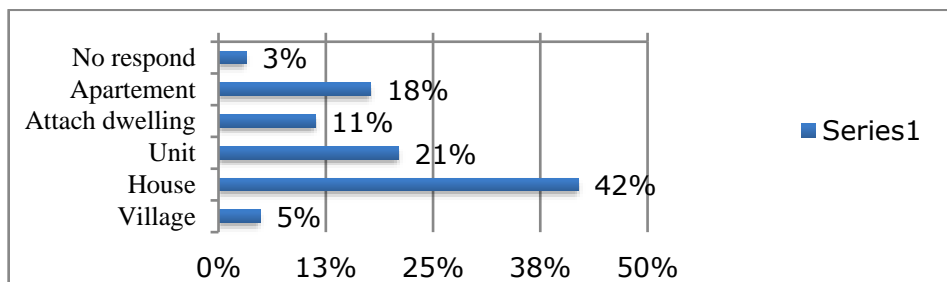


Figure 2. Type of accommodation

2. Water issues

Issues that are related to increase of water consumptions are not had significant impact on residents in Klongyong and Salaya. As figure 3, explain that most of correspondents are responds NO regarding water supply problems. On the one side, there are few residents that are responds YES and impact on their water bills.

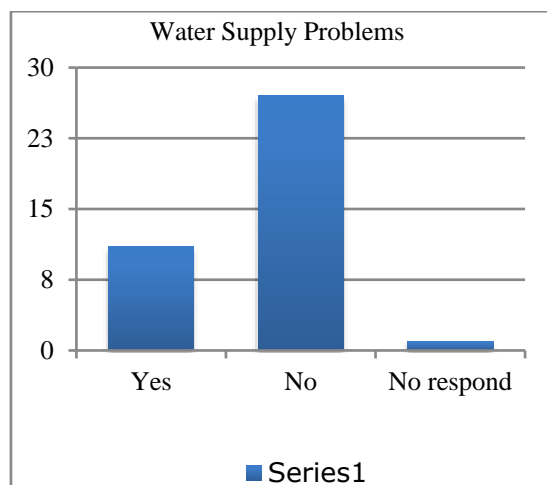


Figure 3. Water supply problems

3. Type of problems

The different issues that faced by residents in Phuttamonton areas. These are including system reliability, quality of water, inspection and maintenance. It is also covered residents that are not having issues regarding with water usages and no respond for this survey. In addition, as Figure 4 illustrate that most of correspondents

were not have impact on water bills. As a result, almost 50% of correspondents were not responded in this survey. On the other hand, qualities of water and system reliability are still main issues related to water service.

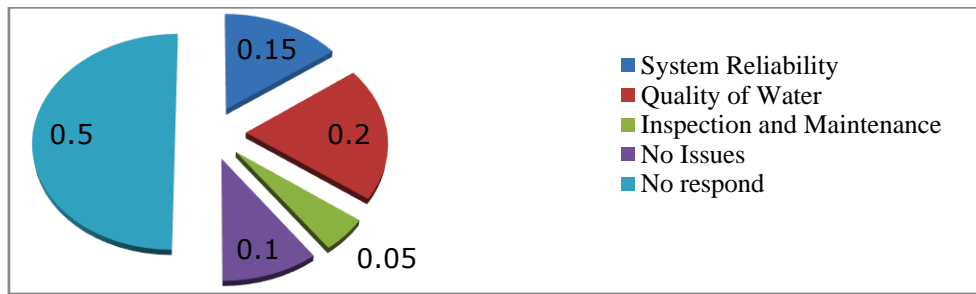


Figure 4. List types of problems

4. Quality of problems

In the survey, it has measured the quality of water such as taste, flavour and clarity. One third of the correspondents were responding that the qualities of water are average. Overall, quality of water is at acceptable state.

**Table 1
Rating quality of water**

Excellent	7	18%
Good	14	35%
Average	15	38%
Poor	3	8%
No Respond	1	3%

5. Water bills

Survey indicates that increase of water bills is not affected resident in Phuttamonton. Almost 75% respondents are not getting an impact on increase of water demand in their house.

**Table 2
Water bills issues**

Water Bill Issues	Correspondents	Percentage
Yes	8	20%
No	30	75%
No Respond	2	5%

CONCLUSION

In this survey, it found that increasing of water bills by Nakhonpathom Provincial Waterworks Authority is not had huge impact into customers in Salaya. This includes customers who staying in units, apartments, and owner housing. On the other hand, there are a few customers who staying in house have a significant impact on the increasing of water rates. In questioner, several questions to investigate customer satisfaction for resident in Salaya. Most of them still complain about increasing of water bills is not balance with the service that given . Appropriate maintenance and water treatment process are highly recommended to implement These are due to manage the customer life cycle and increase network development between customer and the company.

RECCOMENDATION

Nakhonpathom Provincial Waterworks Authority should develop CRM system in order to provide a better service to customer, which enable to create, assign and manage requests made by customers. It is strongly recommended detect service problem, monitoring service performance, monitor customer service centre before implementation of CRM system as they are the main concerned. Quick respond to the customer problems is one of key to successful to implementing customer relationship management. Because company not only solve their problems but also to increase customer satisfaction.

ACKNOWLEDGEMENTS

I would like to express my sincere thanks to Suan Sunandha Rajabhat University for invaluable help throughout this research. I am most grateful for advice, not only the research but also many other methodologies in life. I would not have achieved this far and this reserch would not have been completed without all the support that I have always received. In addition, I am grateful others person for suggestions and all their help. Finally, I most gratefully acknowledge my parents and my friends for all their support throughout the period of this research.

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