

Enhancing Customer Relationship Management at HPCL in Pune

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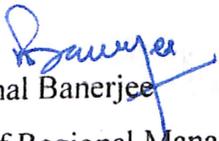
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CERTIFICATE

This is to certify that the summer internship project report on **“ENHANCING CUSTOMER RELATIONSHIP MANAGEMENT AT HPCL IN PUNE”** submitted to the University of Petroleum & Energy Studies, Dehradun, by **Yashi Gupta**, in partial fulfillment of the requirement for the award of the degree of **Intt.BBA+MBA (Oil & Gas)**, is a bonafide work carried out by her under my supervision and guidance.

The original work was carried out during May 21, 2013 to July 19, 2013 at HPCL Pune Regional Office.

Dated: July 18, 2013


Kushal Banerjee
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EXECUTIVE SUMMARY

Petroleum and petroleum products have been the most important sources of energy for all the sectors. In the automobile industry, gasoline (petrol), diesel, auto LPG and CNG runs the market. Auto LPG and CNG came into use in the last decade, whereas, Petrol and Diesel have been in use for many decades. HPCL, being a player in the Indian Oil & Gas (downstream) industry, retails both petrol and diesel. The study, Enhancing Customer Relationship Management at HPCL in Pune, will focus on the retail side of petrol and diesel. Every customer is important, hence, each one to be dealt with respect and priority, to keep the relationship going. When all the products and services, that a company plans to give to its customers, are delivered efficiently, the company earns a customer, and will keep earning from it, till the products and services are delivered the way they should be. A lot of times, it happens that, a customer walks out of a petro retail outlet unhappy. This happens because of inefficiency in the work processes, unattended customer, lack of politeness, quality and quantity issues, etc. And that is where the study will focus. The researcher has listed the problems that customers face on a petro retail outlet, asked about their feedbacks, expectations and, experiences. The researcher also asked the customers about their ideas on introducing some new services by HPCL to enhance customer service and relationship. Further, the study includes HPCL dealer experiences, their hold on the management and functioning of the RO, dealing with customer complaints, feasibility of new ideas, etc. HPCL has its Standard Operating Practices (SOPs), where all the steps for attending a customer are mentioned, all services that are to be provided to a customer at a RO. Comparing the current scenario with the SOPs of the company, will give the gap between what should happen and what is happening, and why the customer walks unhappy, what should be done to bring that customer back and retain as a loyal one. With this, when HPCL introduces some new services for its customers, taken from best industry practices and from new ideas, how well it will be accepted by customers and dealers.

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INTRODUCTION

Hindustan Petroleum Corporation Ltd.

HPCL is a Government of India Enterprise with a Navratna Status, and a Fortune 500 and Forbes 2000 company, with an annual turnover of Rs. 1,90,048 Crores and sales/income from operations of Rs 2,15,675 Crores (US\$ 39.726 Billions) during FY 2012-13, having about 20% Marketing share in India among PSUs and a strong market infrastructure. HPCL's Crude Thru put and Market Sales (including exports) are 15.78 Million Metric Tonnes (MMT) and 30.32 MMT respectively in the same period.

HPCL operates 2 major refineries producing a wide variety of petroleum fuels & specialties, one in Mumbai (West Coast) of 6.5 Million Metric Tonnes Per Annum (MMTPA) capacity and the other in Vishakapatnam, (East Coast) with a capacity of 8.3 MMTPA. HPCL holds an equity stake of 16.95% in Mangalore Refinery & Petrochemicals Limited, a state-of-the-art refinery at Mangalore with a capacity of 15 MMTPA. In addition, HPCL has constructed a 9 MMTPA refinery at Bathinda, in Punjab, with Mittal Energy Investments Pte. Ltd. HPCL also owns and operates the largest Lube Refinery in the India producing Lube Base Oils of international standards, with a capacity of 335 TMT. This Lube Refinery accounts for over 40% of the India's total Lube Base Oil production.

HPCL's vast marketing network consists of 13 Zonal offices in major cities and 101 Regional Offices facilitated by a Supply & Distribution infrastructure comprising Terminals, Pipeline networks, Aviation Service Stations, LPG Bottling Plants, Inland Relay Depots & Retail Outlets, Lube and LPG Distributorships. HPCL, over the years, has moved from strength to strength on all fronts. The refining capacity steadily increased from 5.5 MMTPA in 1984/85 to 14.8 MMTPA presently.

History of the Company

- 1952: The Company was incorporated in the name of Standard Vacuum Refining Company of India Limited on July 5, 1952
- 1962: On 31st March, 1962 the name was changed to ESSO Standard Refining Company of India Limited.
- 1974: Hindustan Petroleum Corporation Limited comes into being after the takeover and merger of erstwhile Esso Standard and Lube India Limited
- 1976: Caltex Oil Refining (India) Ltd. - CORIL is taken over by the Government of India with an Ordinance in 1976, subsequently ratified by an act in 1977 and merged with HPCL in 1978.
- 1979: Kosan Gas Company, the concessionaries of HPCL in the domestic LPG market, are taken over and merged with HPCL.

HPCL thus comes into being after merging four different organisations at different points of time.

Strategic Business Units (SBUs)

The various SBUs, in which HPCL is present are:

- Refineries
- Aviation
- Bulk Fuels & Specialties
- International trade
- LPG - HP GAS
- Lubes - HP LUBES
- Retail & Direct sales
- Exploration & Production
- Joint Ventures

- Alternate Energy

Club HP- High - quality personalized "Vehicle and Consumer Care"

A part of HPCL's strategic retail marketing initiative that seeks to break out of traditional fuel retailing, our new Retail Brand "Club HP" assures high - quality personalized "Vehicle and Consumer Care" through a select set of outlets. Club HP as a brand was developed for Retail Outlets and nurtured after an exhaustive research and auditing its architecture which included collecting feedback from over 13,000 respondents in several key markets across the country. The "Club HP" concept aims to provide the assurance of "Quick Fills", "Expert, Personalized Service", "Total Vehicle Management" and "Consumer Conveniences".

While designing the bouquet of services for Club HP outlets, HPCL has relied upon the feedback received directly from consumers. HP realized that consumers are highly conscious of the fuel that goes into their vehicles - each "Club HP" outlet carries the assurance of HPCL's 'Good Fuel Promise' and delivers the right quality and quantity of the products on offer. Fuel is delivered to these outlets in tank trucks fitted with tamper proof locks and a high degree of control is kept by the HPCL staff to ensure that quality standards are strictly enforced.

The "Club HP" concept also recognizes the fact that the consumer today places very high importance on vehicle care and at the same time expects other value added services from a fuel retail outlet that help him take care of diverse activities under one roof and in the shortest possible time. The Club HP outlets provide a distinct set of basic and value added offerings which include "Efficient & Expert Service", "Digital Air Towers", "Vehicle Insurance related assistance",

"Bills Payment facilities", "Refreshments", "HPCL - ICICI Co-Branded Credit Cards" "Drive Track Plus Card", "Payback Card" (Coalition loyalty program) and a host of other amenities.

To deliver the many conveniences and services, HP has associated with leading companies like ICICI Bank, SBI & Other PSU banks, Fed Ex, Western Union Money Transfer, Café Coffee Day, US Pizza, McDonalds, Skypak and many more.

The roll out of "Club HP" began in a phased manner and encouraged by the initial experience, the "Club HP" brand has been quickly expanded to cover over 1980 outlets in all major cities and towns across India. The distinctive red and blue Club HP logo is an all too familiar symbol inviting motorists looking for a quick and refreshing fuelling experience.

- "Good Fuel Promise" Towers- Consumers are offered the facility to personally conduct simple tests with the help of specially designed standard apparatus. A simple procedure booklet is also provided to help anyone check the quality and quantity of fuel. The consumers are also invited to fill in the printed certificate booklet which will be available at all "Club HP" outlets in order to record their assessment. This feedback is regularly screened by the HPCL team to plan remedial actions or service upgrades in accordance.
- Vehicle Insurance Related Counsel - HPCL has tied up with leading vehicle insurance service providers for these activities which include assistance towards issuance and renewal of policies.
- ATMs - HPCL has taken the lead in providing ATM facilities at its outlets in association with leading banks and is targeting over 2000 ATMs very soon. Select Club HP outlets have already been equipped with ATMs.
- Bills Payments - HPCL has tied up with Skypak Financial Services

which is providing "Drop boxes" at all "Club HP" outlets in a phased manner. Consumers can utilize these drop boxes to pay bills relating to a variety of service providers. All one has to do is drop the bill and payment instrument (Cheque / Demand Draft) for the designated service provider and Skypak will route the same to the correct destination...at no extra cost.

- Credit Cards Customers visiting the "Club HP" outlets will be able to use the HPCL - ICICI Co-branded Credit Cards to reap the higher reward points offered by this unique product.
- Vehicle Care - The Club HP outlets have been carefully selected to ensure that they can offer high quality vehicle care. Each Club HP Mega and Max outlet is equipped with a service station. In addition, the outlets will also provide vehicle consumable and accessories, all under one roof. More and more outlets will progressively upgrade to "Authorised Service Stations" as part of our association with various vehicle manufacturers.
- Basic Amenities - Each "Club HP" outlet will extend basic amenities such as "purified drinking water", hygienic rest room facilities, take away food counters, basic medicines and first aid facility.

Customer Relationship Management

Customer relationship management (CRM) is a business strategy, built based on the concept of being customer centric. The main goal is to optimize revenue through improved customer satisfaction via improved interactions at each customer point of interaction at each point of communication. It needs to understand the customer more, to understand the environment he/she lives and what concerns he/she has by evaluating the usage of the products the company offers or service that is provided.

The idea of CRM is, according to STD Group Inc, 2008, that it helps businesses use technology and human resource to gain insight into the behavior of customers and the value of those customers.

1. It tracks and reports every interaction with a customer, describing the customer's purchase, interest or demand.
2. It is a universal instrument for collecting data about the service requests, order entry, satisfaction and billing.
3. The CRM is to be able to measure the performance of the business on the basis of internal benchmarks.
4. The CRM facilitates the working processes and it emphasizes the positive and excludes the negative practices in the customer relations.

CRM aims at:

- Striking a balance in how a company uses resources to market to the most valuable consumer segments;
- Distinguishing themselves through customer interactions that support a branded customer experience;
- Pumping up sales productivity by mapping processes to new technologies;
- Setting sales goals and establishing rewards for meeting them; compensating the sales team consistently;
- Narrowing the gap between customer expectations and the actual service experience;
- Using analytic tools to gain a deeper understanding of actual intentions of customers in their own words.

Building loyalty with customers, usually defined as maintaining repeat sales from existing customers, is the central role of relationship marketing. The best way for a company to build strong relationships with their customers is to build up customer loyalty. To achieve this, a company must develop an effective CRM strategy.

HP Loyalty Cards:

- Drive Track Plus
- HPCL-ICICI Co-branded (Credit Card)
- HPCL-ICICI Co-branded (Debit Card)
- Amex Card
- HPCL- Axis Bank- STFC Co-branded (Credit Card)
- i-mint

RESEARCH METHODOLOGY

Design of questionnaire: A questionnaire was designed to carry out the primary research for the study. It consists of questions related to the existing services provided by HP and customer opinions on introduction of new services.

Determination of sample size: The sample size is taken as 100, so that it covers all 3 segments of vehicles that are customers of a petro retail outlet in the city area of the Pune city, i.e. 2-wheelers, 3- wheelers and 4-wheelers.

Design of sampling frame: The technique of random sampling has been used by the researcher to pick up the samples for the primary data.

Execution of survey: The survey was conducted within the Pune city, where questionnaires were filled by customers and interviews were conducted for dealers and few customers as well.

Objectives:

The objectives of the study are:

- To find out the major problems faced by the customers at a petro retail outlet.
- Find out the major points for Customer Care on priority basis.
- Using the best industry practices, what HPCL can do to enhance customer relationship management and take a step forward from competitors.

DATA ANALYSIS

Out of the 128 customers who filled the questionnaire, 28 didn't own a vehicle. So, 28 questionnaires were taken as redundant, and rest of the analysis done on the basis of the 100 questionnaires.

The 100 respondents were divided into 3 categories:

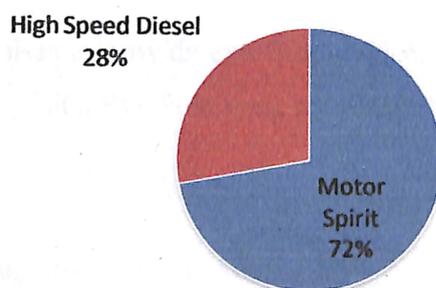
2 wheeler – 40 customers

3 wheeler- 20 customers

4 wheeler- 40 customers

Out of these 100 customers, 72% used Motor Spirit (MS/Petrol) enabled engines and rest 28% were High Speed diesel (HSD) run. The vehicles which run on CNG are not considered here, since, HP does not sell & markets CNG for vehicles, and, the data was collected from people who visited the various petro retail outlets (PROs). Since all the 3-wheelers apart from CNG, uses MS as fuel and 2-wheelers run on MS as well, the number of MS users is very high than HSD users.

1.1 Percentage of the number of respondents using MS & HSD as fuel



In the Pune city, not all PROs are licensed to sell HSD, and since the study was constrained to the city areas only, the number of HSD users is very less as compared to the MS users.

Frequency of fuelling

When asked about the frequency of getting the vehicle fuelled, respondents answered as below:

1.1 Frequency of fuelling the vehicle				
	Everyday	Every 2 Days	Weekly	Monthly
2-wheelers	11	16	12	1
3-wheelers	20	0	0	0
4-wheelers	7	11	20	2

All 20 3-wheeler respondents fuel their vehicle every day. This is because of the reason, that they have financial limits and everyday they get vehicle fuelled according to either the entire day's earning (getting fuelled at night) or the last day's earnings (getting fuelled in the morning).

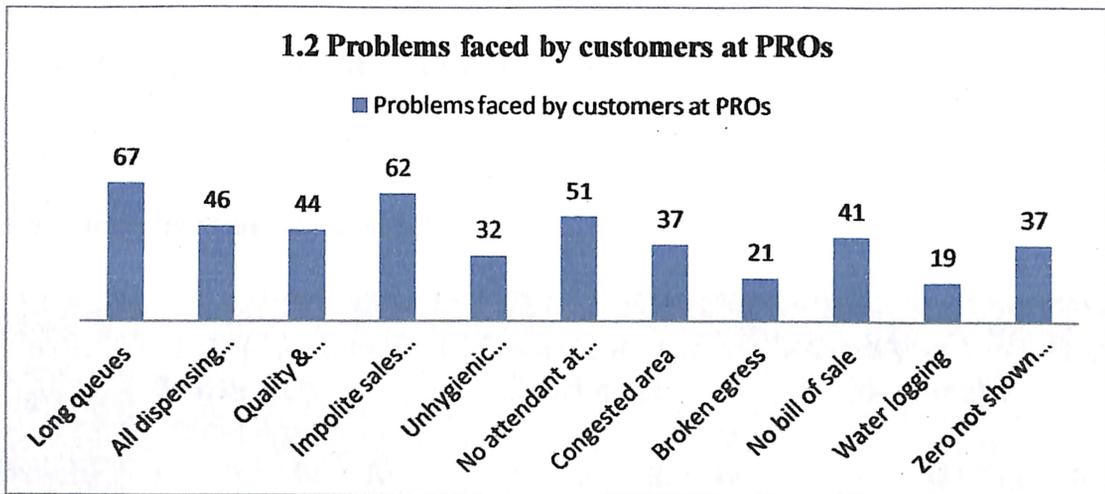
4-wheeler owners mostly preferred to fuel their cars weekly. As out of 40 car owners, only 12 own cars that run on MS, due to the less number of HSD retailers in the city, they prefer to fuel the cars weekly.

Major problems faced by customers at a Petro Retail outlet

Even after HP promises to provide excellent services to its customers, they face a lot of problems when they visit a RO. Following are the problems customers face:

- Long queues
- All dispensing units not operating
- Quality & Quantity issues
- Impolite sales force
- Unhygienic drinking water & washrooms
- No attendant at air pump/machine not working

- Congested area
- Broken egress
- No bill of sale
- Water logging
- Zero not shown at the meter reading



These problems faced by the customer are due to the one main reason that the dealer does not keep a sharp eye on the daily work processes of the petro retail outlet. Other reason being the untrained or under trained work force, which does not attend the customer properly and in case of an issue, the work force is unable to resolve it peacefully.

Sometimes, it also happens that the reason behind an impolite sales force is, the lack of motivation. Performing the same task, every hour of a day, kills the motivation and innovation in a person. So, to keep the sales force motivated to work as required, they should be provided with source of motivation. For some it is money (in form of reward), for some it is recognition and for others it can be an invitation for dinner with family. It differs from person to person. Both HP and the dealers of the respective ROs conduct 'Employee of the month', which is gifted with a bonus of ₹500 from the dealer and ₹500 from the company, that is a sum total of ₹1000. This surely helps the sales force to be polite with customers and perform their job to the level that is required by the company.

Points for Customer Care (Priority Basis)

100 customers were asked about their priority preferences when they visit a HP petro retail outlet. The variables were:

- Quality and Quantity of fuel (QQ)
- Forecourt Environment (FE)
- Quick Service (QS)
- Sales force Behavior (SB)
- Extra Services provided by HP (ES)

Their preferences are tabulated below:

1.2 Points for Customer Care (Priority Basis)															
Priority	2- wheeler					3- wheeler					4- wheeler				
	i	ii	iii	iv	v	i	ii	iii	iv	v	i	ii	iii	iv	V
QS	13	9	5	7	6	4	5	6	2	3	13	9	8	4	6
QQ	9	12	7	6	6	3	4	4	5	4	11	4	7	11	7
SB	6	8	11	10	5	6	2	3	7	2	5	9	8	7	11
FE	8	4	8	11	9	5	1	3	4	7	7	6	12	8	7
ES	4	7	9	6	14	2	8	4	2	4	4	12	5	10	9

Preference	Total
Quick Service (QS)	30
Quality and Quantity (QQ)	23
Sales force behavior (SB)	17
Forecourt Environment (FE)	20
Extra Services (ES)	10

Therefore, from the above table, it can be concluded that, in the priority of customer preferences:

1. Quick service
2. Quality & Quantity
3. Forecourt Environment
4. Sales force Behavior
5. Extra services

Each of the above points includes:

Quick Service:

- No delay in fuelling
- Less waiting time

Quality & Quantity of fuel:

- Assurance of quality
- Accurate quantity
- Use of automatic machines

Forecourt Environment:

- Housekeeping
- Drinking water and utilities

- Parking space & traffic mgmt

Sales force Behavior:

- Customer handling
- Greeting Customer
- Resolving issues as quick as possible

Extra Services:

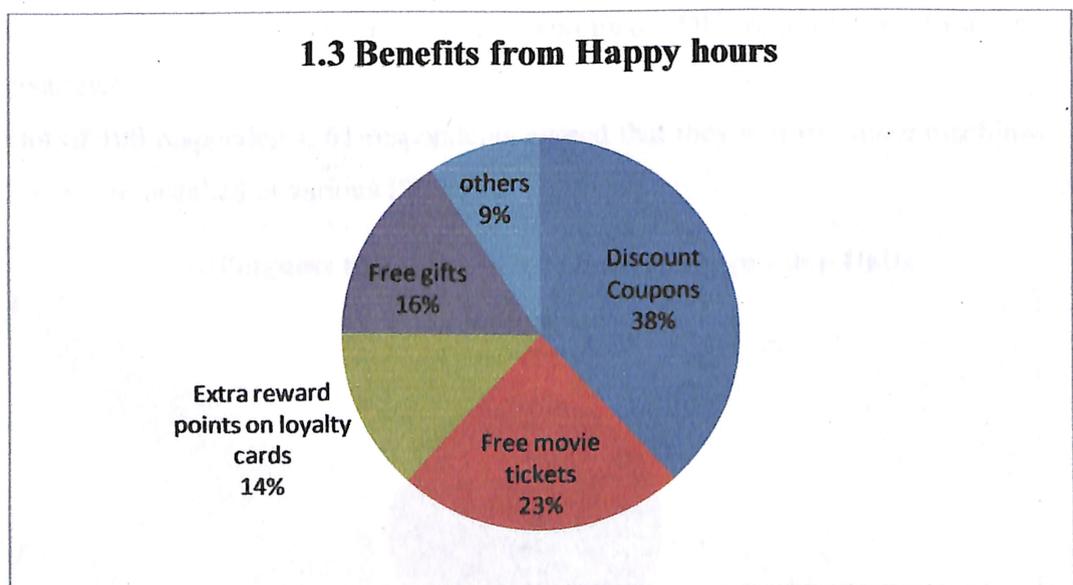
- Drop box facility
- PUC (Pollution under control)
- Free Air
- Nitrogen Gas
- Free oil change
- Hygienic utilities
- Pure drinking water

ENHANCING CUSTOMER RELATIONSHIP MANAGEMENT

Analyzing the current scenario of the retail market in petroleum industry in Pune, Maharashtra, and new services can be introduced by HPCL to enhance customer relationship management. In addition to the new services, modifications to the already existing services will help to company to serve the customer better. Customer relationship management can be enhanced by:

1. **Introduction of Happy Hours at HP Petro Retail Outlets:** During the course of collection of primary data, a lot of promotional activities (by RO dealers) were observed by the researcher, like, 'With 20 litres petrol, get ½ litre free', 'Buy HP Racer 4, and get PUC free', 'Get 4x points on your loyalty cards this monsoon, and redeem at Big Bazaar', etc. With these promotions already going, dealers can also introduce happy hours at the ROs, where a discount on the price of diesel/petrol can be provided or discount coupons for movies, food chains, beauty parlors, can be provided on the cost of full tank fuelling. This will boost the sale during the lean hours of sale, i.e. 12pm- 4pm every day.

All 100 customers wanted happy hours to be introduced. The various benefits that customers wanted from happy hours are:



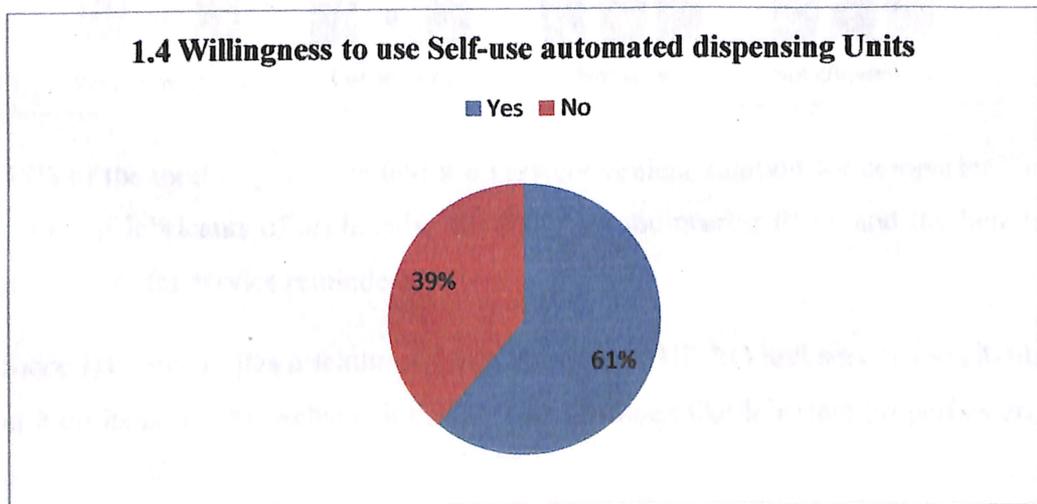
The retail outlet dealers also took it as a very positive approach to capture loyal customers and boost sales, only problem being the margins that they have on the

final price of diesel (₹ 0.92/litre) and petrol (₹ 1.50/litre). Giving a discount on the price of fuel is difficult, because it will cut the margins of the dealers, so, collaborating with any food chain, beauty parlor, or multiplex is feasible, in order to provide discount vouchers to the customers.

Other benefits include discount on fuel price, discount on purchase of Lube oil and, lucky draws. Dealers also can introduce cash back schemes, where a lucky draw will result in cash back to the customer every month.

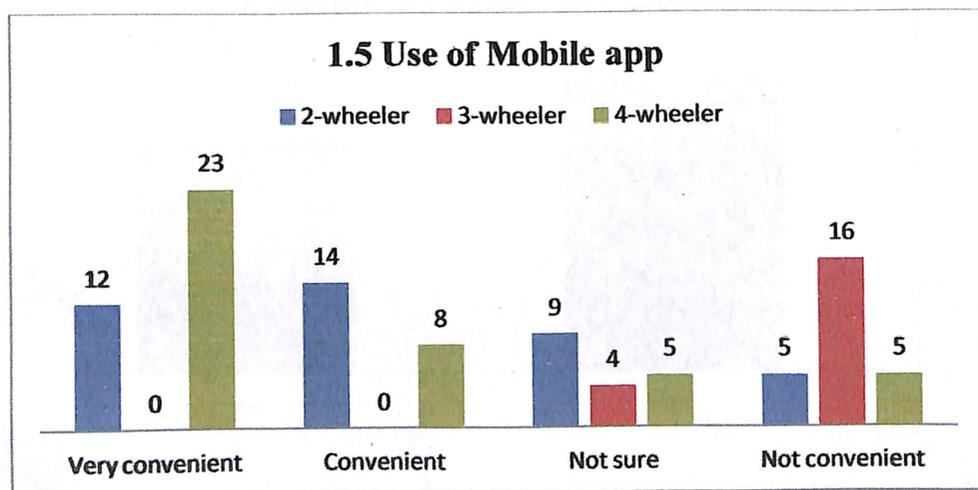
2. **Self use automated dispensing units:** Installation of a self use automated dispensing unit at the ROs in the major areas of the city, is another step that can take HPCL forward from other players in the industry. During the odd hours, i.e. 11:30pm- 6am, when maximum ROs are closed, customers face a problem in need of the fuel at those hours. For fuel then, one has to drive all the way to a 24 hours outlet, which might/might not be possible depending on the quantity of fuel left in the vehicle. A simple solution to this problem is, installing only 1 automated machine at few ROs in the major areas of the city, which can be easily used by customers to fuel the vehicle, and payment can be done before hand, using credit/debit cards. Replacing the entire staff with machinery will result in unemployment, so, it's better to install 1 automated DU, which is easy to use by customers.

Out of 100 respondents, 61 respondents agreed that they will use these machines if they are installed at various PROs.



Out of these 61 respondents, 23 were 2-wheeler owners, 6 were 3-wheeler owners and 32 were 4-wheeler owners. The 6 respondents from 3-wheeler segment agreed only if training is provided to them for the use of those machines and the use of credit/debit cards. They are not aware of the plastic money, so rest of the respondents were not sure about the technology and said no for the use of it.

3. **Mobile Application Software:** Studying the best industry practices, HP should also introduce its mobile application software, which enhances the customer with the power of:
- Locating the nearest HP retail outlet with the facilities available at it.
 - Understanding each lubricant, its properties and type of engine it is made for.
 - Service reminder for vehicles



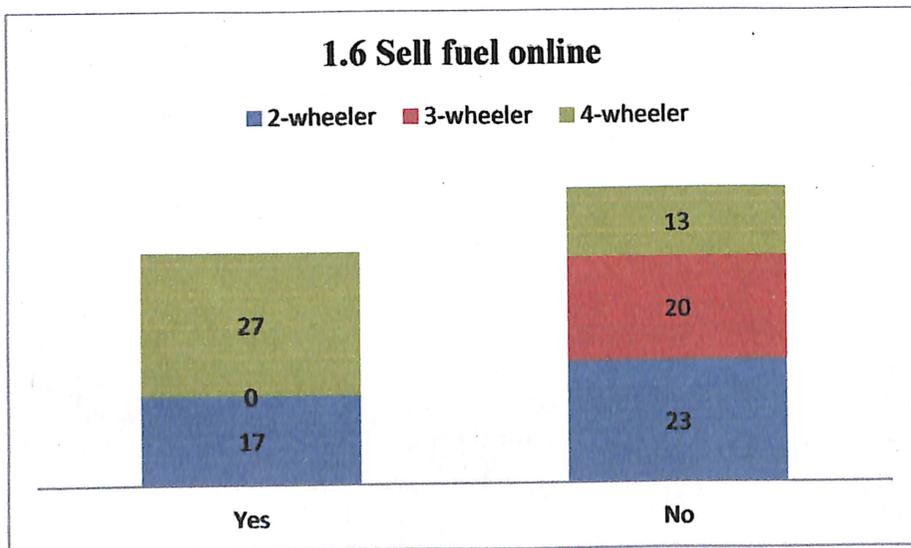
35% of the total respondents find it a very convenient solution for comparing the prices of lubricants of all brands, searching for the nearest PRO, and the best is the feature for service reminders.

Since HP already has a feature of locating nearest HP RO and services available at it on its corporate website, it can also add features like lubricant properties and

use, service reminder, etc. and with these it can introduce a mobile application software, free for customers to download and use.

Google maps also provides the facility of locating a RO in the nearest vicinity, with the services available at it, the timings, and most important, one can always add his/her review about the service and product one gets at that particular RO. HP should take an initiative in editing the wrong/incorrect information at these links, because it causes inconvenience to the customers. Using the reviews on these web pages, HP can get a clear view of customer satisfaction and expectations from both HP outlets and competitors as well. These reviews help in building new strategies and generating new ideas.

4. **Sell fuel online:** In this age, when everything is sold online and delivered at home, why can't fuel be sold online?



The Explosive's Act allows a person to keep 10 litres of fuel at home; on the other hand, it is banned by companies to give fuel in cans and bottles at ROs. When there is a contradiction between the policies and acts of the govt. how can something new be implemented? If this issue can be resolved, fuel can be sold online in special cans, which prevent fuel from vaporizing and catching fire. An extra charge for delivery of the fuel can be charged by the company, and it will save the time and hassle that a customer has to face at a RO.

Since, the country, especially urban areas are facing a lot of problems with space requirements, selling fuel online will solve that issue as well as get a huge customer satisfaction.

RECOMMENDATIONS

- HPCL should extend customer interactions through internet medium, because it is a platform where people don't hesitate to share their views. HP can also directly contact the customer and reply to the issues as soon and fairly as possible.
 - A review posted on any social website, like Facebook, Google maps, reaches millions of people. A positive review may not do any good, but a negative review sets a negative image of the particular RO.
 - For example: Reviews about a RO says that these people are cheats, they cheat in quantity; there is always a jam, poor management, they adulterate fuel. Since, there is only 1 RO in that area, people visit it out of necessity and not by choice. One will always hesitate in visiting that RO because one has already built up a perception.
 - HP should directly communicate with the respective person, by getting his contact details from his/her profile, apologize for the inconvenience caused and resolve the issue as soon as possible.
- HP should also take an initiative in resolving the contradiction between the Explosives Act and the govt. regulations of banning fuel in bottles or cans at the ROs. This will enable HP to introduce online fuel selling facility, to be the first in India.
- Improved sales force training to avoid the daily conflicts between the customer and the HP representatives. Sales force should be told how to deliver a particular message to a customer.
 - For example, a customer was asked to move his car after he got down from the car. The customer was annoyed and irritated. Instead, the sales person should have asked the customer to move the car before he got down. Causing inconvenience to the customer is the greatest harm a company can do.
 - When attending a regular customer, more attention should be paid. For example, a regular customer comes and the sales person asks, 'saab kitne ka dalu', instead he should have asked, 'saab tank full karna hai kya'.

- Proper and polite delivery of message is so important, that its absence results in maximum number of unsatisfied customers. Workforce should be told, when to interact with a customer, where to ask his preferences, when to tell him about the loyalty cards and schemes.
- Customers often complaint about distractions that sales force cause, while one is supposed to check the meter reading. This hampers customer trust. A customer should never be asked or informed about any scheme/discount voucher/lucky draw, when he is checking on the meter reading.
- A clean and green environment should be created at the ROs, to communicate to the customers that we care for the environment. This gives a sense of relief and help to the customers that they are also doing well to the environment. As forecourt environment stands as the third priority for customers, it is very important to maintain it, clean and hygienic utilities; pure drinking water; and plantations on one side of the RO.
- Complaint registers should be maintained by all the ROs, and all the complaints should come in notice to the dealer and the sales officer of the particular area. The time gap between the lodging of complaint and resolving it should be as minimum as can be.
 - The dealer of the AEC Car Care has a register where the customer complaints are resolved before the next morning 10am. And this is why, it is one of the best and most reliable ROs in the Pune city.
 - Maintaining a register will also help in understanding the major areas of concern for a dealer and the company. It will directly indicate, where to put effort, and where the RO is working fine.
- A board should be displayed at every RO on the island, with the dealer's and sales officer's contact details, so that in case of discomfort of problem, the customer can directly contact the concerned person.
- Drop box facility should be installed at more ROs in Pune city, as well as in other parts of India as well. It provides utmost convenience to the customers to pay all the bills at one time.

- With the drop box facility, there should be ample space to park the vehicle; otherwise, while a customer uses the drop box facility, he/she might become the reason for a traffic jam.
- FM radio and speakers should also be installed at other ROs, it eases the waiting time of the customer.

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APPENDIX

Names of Petro Retail Outlets visited

1. Sai Expressway Service, Tathawade, Pune
2. Autolines, Ganeshkhind Road, Pune
3. Samarth service Station, Hinjewaji, Pune
4. P.Panchratna Service Station, 203, Wellesly road, Mangalwar Peth, Pune
5. Rahim Service Station, Synagouge Street, Pune
6. Rashid Khodadad and Co., Koregaon Park, Pune
7. Rashid Khodadad and Co., MG road, Pune
8. AEC Car Care, Camp, Pune
9. Sangoi Service Station, Ganeshkhind Road, Pune
10. Gawade Petroleum, Pimpri-Chinchwad Link Road, Pune
11. Chaturshringi service Station, Senapati Bapat Road, pune
12. HP Fuel Center, Mumbai-Pune highway
13. Supreme Automobiles, Pune
14. Gaikwad Service Station, Aundh, Pune
15. Krushna Petroleum, Hinjewadi, Pune
16. Ladkat Bros. Service Station, Pune
17. N.M Service Station, Sadhu Vasvani Road, pune
18. B.U. Bhandari Service Station, FC Road, Pune
19. Shri Sai Service Station, JM Road, Pune
20. Balwadkar Auto Service, Hinjewadi, Pune

Questionnaire on Enhancing Customer Relationship Management at a Petro Retail Outlet

Name:	
Age:	Phone number:
Profession:	Address:

1. Do you own a vehicle?

- a) Yes 2-wheeler, 4-wheeler, 3 wheeler petrol/ diesel
- b) No

2. Frequency of fuelling the vehicle

- a) Everyday
- b) Every 2 days
- c) Weekly
- d) Monthly

3. How convenient will it be for you, if a mobile app is introduced, which shows the nearest petrol pump, with all the facilities it provides and indentifies the best lubricant for your vehicle with all its details and price available?

- a) Very convenient
- b) Convenient
- c) Not sure
- d) Not convenient

4. Will you use a self automated dispensing unit at a petrol pump for fuelling your vehicle?

- a) Yes
- b) No

5. If happy hours are introduced at a petrol pump, what benefit would you like to seek out of it?

- a) Discount coupons
- b) Free movie tickets
- c) Extra reward points on loyalty cards
- d) Free gifts
- e) Any other, please mention

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6. Rate the following from 1 to 5 on the basis of priority for customers when they visit a petrol pump. 1 being the first priority and 5 being the last.

- a) Housekeeping
- b) Quality and quantity of fuel
- c) Sales force behavior
- d) Forecourt environment
- e) Quick Service

7. Will you use the facility of buying fuel online (over internet) at a little higher price?

- a) Yes
- b) No

8. Any specific problem that you face on a petrol pump?

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9. Your idea of making a petrol pump a better place for customers, more service oriented

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Thank you so much for your time.
Yashi Gupta