

ADISSERTATION REPORT ON
A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT AND ITS
IMPACT ON INTERNATIONAL PATIENT EFFECTIVE
COORDINATION SERVICES WITH REFERENCE TO EXPERT
CHIKITSA

Submitted in partial fulfilment of the requirement for
the award of the Degree of
MASTER OF BUSINESS ADMINISTRATION
of
BENGALURU NORTH UNIVERSITY



By

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Under the guidance of

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Batch:2024-2026

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GUIDE CERTIFICATE

This is to certify that the dissertation titled **“A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT AND ITS IMPACT ON INTERNATIONAL PATIENT EFFECTIVE COORDINATION SERVICES WITH REFERENCE TO EXPERT CHIKITSA”** is an original work of **SREYA K** bearing **Reg No. P19HA24M015120** and is being submitted in partial fulfilment for the award of the Master's Degree in Business Administration of Bengaluru North University. This report has not been submitted earlier either to this University/ Institution or any other institution for the fulfilment of the requirement of a course of study.

SIGNATURE OF THE GUIDE

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DECLARATION

I do hereby declare that the dissertation entitled **“A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT AND ITS IMPACT ON INTERNATIONAL PATIENT EFFECTIVE COORDINATION SERVICES WITH REFERENCE TO EXPERT CHIKITSA”** Bengaluru North University in the partial fulfillment of the requirement for the award of the degree of Master of Business Administration is a record of bonafide and independent internship report carried out by me. This report does not form part of any previous reports submitted to this university or any other university for the award of any degree/diploma/associateship, or other similar title.

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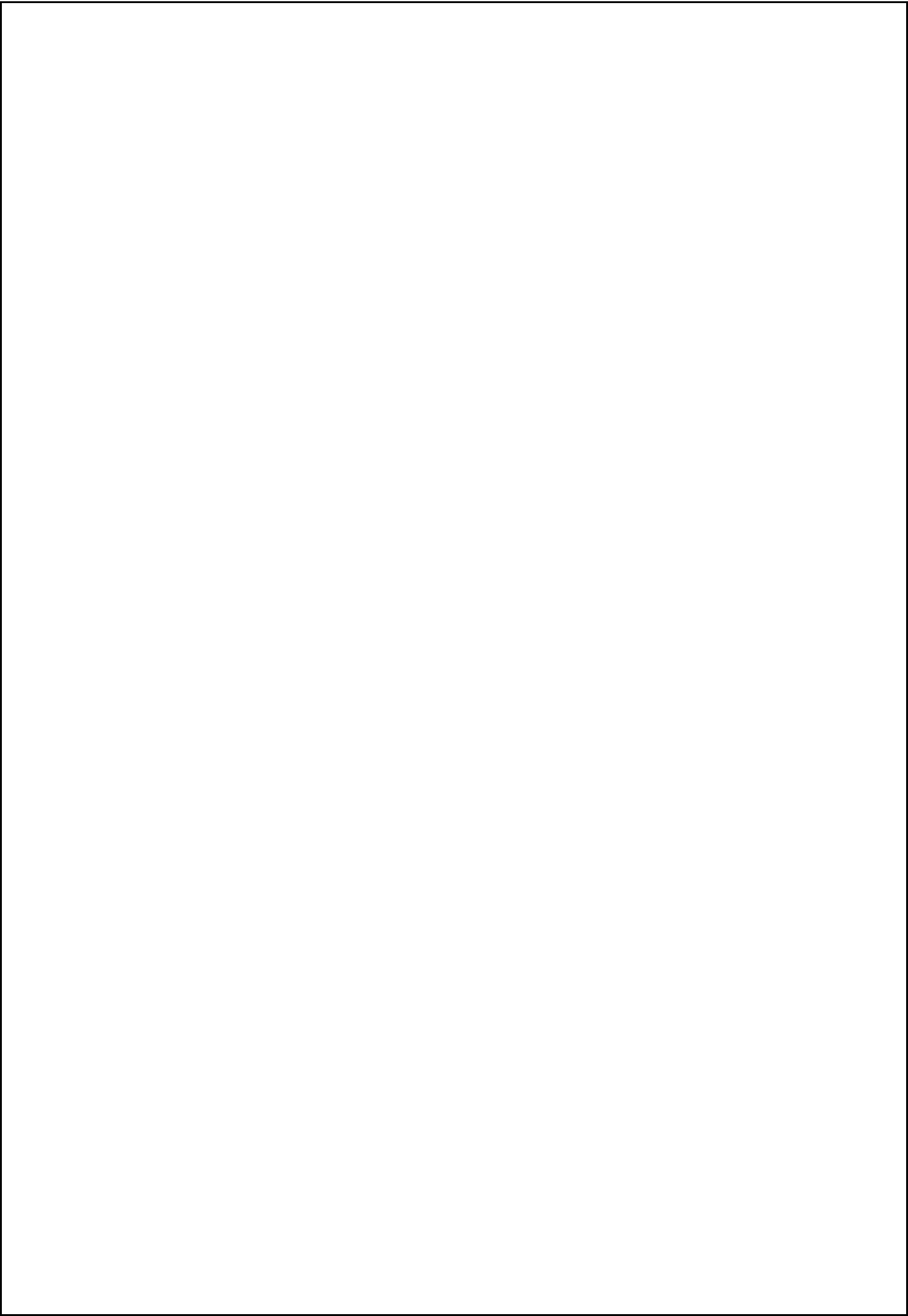


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EXECUTIVE SUMMARY

Customer Relationship Management (CRM) has become an increasingly important phenomenon in recent times for healthcare organizations, which provide services to international patients. People who address healthcare institutions from abroad may have one or several health issues that require proper treatment and coordination.

As far as patients are concerned, they may expect to receive high-quality medical services and continuous support during the whole process of their treatment. That is why customer coordination plays a crucial role in ensuring effective international patient coordination services and establishing enduring relationships with customers.

The objective of this study, —A Study on Customer Relationship Management and Its Impact on International Patient Effective Coordination Services with Reference to Expert Chikitsa, is to demonstrate how customer relationship management affects the provision of efficient coordination services for patients from abroad. The study explores the relationship between the two concepts and proves that effective CRM leads to higher customer satisfaction and loyalty.

Expert Chikitsa offers consulting services to international patients on arranging their treatment. The company provides all services, including consultation, hospital admission, accommodation, translation, and control of the whole process of treatment.

The current research aims to identify the factors which influence international patients_ coordination and examine how they affect the process of treatment. The paper also intends to determine the influence of CRM on the organization, analyze the key elements of customer coordination services, assess the impact of information technologies used on the process, and evaluate the role of patient relationship management for the development of the firm.

The main methods used by the researchers are primary and secondary data analysis. In order to collect primary data, a questionnaire was distributed among the customers of Expert Chikitsa to measure their level of satisfaction with services provided. At the same time, the research involves the review of questionnaires, books, journals, scientific articles, web pages, and other sources of secondary information related to the topic of the study.

Statistical analysis is used to evaluate results of the study and obtain valid conclusions.

The

research results suggest that proper organization of a CRM system helps to establish good relationships with clients, provide high-quality services, control and support the whole process of treatment coordination, and ensure patient safety and satisfaction.

The findings also highlight critical issues influencing the process of patient coordination and international patient coordination services, such as language barriers, cultural differences, patients' complaints, and other challenges. The results of the study will benefit the company because they will highlight strengths and weaknesses, as well as provide some advice on how to work with international patients better and develop the organization's CRM system.

Therefore, it is to be concluded that Customer Relationship Management plays a critical role in case of effective international patient coordination services and ensures the development of an organization, higher customer satisfaction, and increased customer loyalty.

CHAPTER I

INTRODUCTION

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INTRODUCTION

1.1 INTRODUCTION

In the present scenario, healthcare service providers face a challenging situation in giving satisfactory results to the patients. Now patients have an option of choosing the best healthcare service providers based on the range of services they avail and the relationship they develop with them. Today, Customer Relationship Management (CRM) has become a core function of a business organization as it lays emphasis on managing the needs of customers by keeping in view the communication and interaction with them and providing a superior level of service in order to increase customer delight, retention, and relationship building. Similarly, customer relationship management plays an important role in the healthcare industry because it helps in the delivery of quality healthcare services to patients.

Medical tourism is a booming sector in India because of the availability of quality medical services at affordable costs. The country attracts a large number of medical tourists coming from different parts of the world. The doctors, medical professionals, and hospitals in India are equipped with the latest technology and provide world-class treatment. However, international patients face various challenges like language barriers, travel arrangements, visa formalities, and cultural differences, etc. Therefore, there is an utmost need for effective international patient coordination in order to provide a pleasant experience to medical tourists.

International patient coordination refers to meeting the needs of patients during their entire hospitalization in the foreign country. It begins with answering their queries online and over the phone, arranging the mode of travel and accommodation, hospital admission, treatment schedule, interpreter services, follow-up treatments after discharge, and post-discharge support. International patients require coordination in every aspect of their treatment due to geographical differences; therefore, it is the responsibility of a healthcare service provider to ensure that nothing is missed out throughout the treatment process.

Customer relationship management is a key element to provide effective coordination services to international patients. An efficient relationship management system helps an organization keep track of all the activities related to the patient as well as helps it communicate effectively with them. This, in turn, increases organizational performance and improves patient relationship and retention. Therefore, it is extremely necessary to implement an effective relationship management system for providing international patient coordination services.

Expert Chikitsa is one such organization that believes in providing global patient coordination services by connecting patients with the best hospitals and medical professionals in India. The company provides a comprehensive range of services like helping international patients get free quotes and medical advice, hospital coordination, visa assistance, travel support, interpreter services, accommodation help, and post-discharge support. Expert Chikitsa focuses on providing a hassle-free and stress-free medical experience to the international patients while also assuring them of quality services.

The present study titled— A Study on Customer Relationship Management and Its Impact on International Patient Effective Coordination Services with Reference to Expert Chikitsa is conducted to understand the role of customer relationship management in providing international patient coordination services. The study highlights the significance of customer relationship management practices in managing international patient services. The paper also emphasizes on highlighting the most essential aspects of customer relationship management that need to be incorporated for providing effective international patient coordination services. The current study would help the business organization identify their areas of improvement and accordingly improve their relationship management practices in order to provide better healthcare services to the patients.

1.2 INDUSTRY PROFILE

The healthcare industry is one of the most important because of its immediate and long-term impact on the health, wellbeing, and quality of life of the population. Over time, the healthcare sector has evolved from being merely treatment-centric to encompassing holistic patient-centered care. Modern hospitals and healthcare organizations understand that in addition to providing high-quality treatment, they should meet patients' expectations to ensure their comfort, safety, and satisfaction. Therefore, the sector has become more customer-oriented, focusing on service excellence, effective communication, and technology-enabled interaction.

Healthcare has witnessed exponential growth in recent decades due to several factors, including technological advancements, an increase in the aging population, changes in lifestyle and diet, and a rise in chronic illnesses. Moreover, modern technologies such as robotic surgery, telemedicine, electronic health records and health information exchange, artificial intelligence, and telehealth have tremendously improved treatment outcomes and patient care. Patients nowadays expect more convenience and flexibility in accessing healthcare data and services through online platforms, which has also created opportunities for healthcare organizations to optimize various existing processes.

India has become one of the fastest-growing healthcare markets due to its excellent medical expertise, advanced infrastructure, and affordable treatment options. Indian hospitals offer high-quality and cost-effective treatments to international patients, making the country one of the most preferred destinations for medical care. Medical tourism in India has grown exponentially in the last decade because of the country's ability to attract a considerable number of medical tourists each year. Patients from Africa, the Middle East, South Asia, Europe, and other regions are increasingly choosing India for its competitive edge over other medical destinations.

India's medical tourism industry has flourished due to the availability of cutting-edge technology, a wide range of procedures, qualified medical professionals, lower treatment costs as compared to other countries, short waiting lists, and exceptional patient care. Medical tourists prefer India because of its hospitality sector that provides favorable conditions for their convenient stay during their treatment. Additionally, Indians are multilingual and welcoming, making them provide better care to international patients who might not be as familiar with the local environment as the locals.

With the surge in medical tourism and international patients seeking healthcare services in India, there emerges a need for international patient coordination services. It is important for international patients to be assisted and guided through the entire process before arrival, during their stay, and after they go back to their home countries. Moreover, there are certain formalities such as visa and travel arrangements, pre-admission coordination, treatment-planning, documentation, pre and post-treatment communication, interpreter arrangements, insurance, and follow-up care. Hence, international patient coordination services act as a liaison between hospitals, doctors, patients, travel agents, and other relevant players to ensure seamless and smooth healthcare service delivery.

International patient coordinators are the first point of contact for all patients needing medical care abroad. Therefore, they should be professional and empathetic to deal with patients' queries, resolve their concerns, and provide necessary information on their treatment plans. Thus, international patient coordination is vital as it enhances the overall patient experience by providing all necessary support and ensuring excellent communication throughout the medical travel experience. A large percentage of medical tourists are foreign patients which makes it mandatory to provide them with a high level of comfort and convenience as they are not as familiar with the local environment as much as the locals.

In recent times, healthcare institutions and providers understand that patient satisfaction with their care and services is key to enhancing the organization's reputation and brand image, as well as sustaining a competitive advantage in the industry. Thus, patient experience has become more important and is increasingly being considered as an integral element of value-based care. Hospitals and other healthcare providers are now investing more resources in ensuring that patients receive better services before, during, and after their treatment with them. This is also critical to promoting customer loyalty and encouraging word-of-mouth publicity among patients referring friends and family to the healthcare facility or provider.

Customer Relationship Management (CRM) is a strategy used by businesses and organizations to understand and address their clients' needs and concerns while enhancing the overall experience. It has become an essential part of the modern healthcare ecosystem that is focused on providing a positive patient experience while boosting operational efficiency. Effective CRM ensures that patients get timely, efficient, and appropriate medical services and follow-ups.

Healthcare organizations should implement CRM software to ensure that they can record and organize patient data, respond to inquiries efficiently, provide personalized treatments and follow-ups, store all patient information in a secure database, and offer appropriate communication channels for easy interaction with clients. Additionally, the healthcare sector is one of the most competitive industries which means that effective CRM can give institutions an edge over their competitors by providing quality services that result in higher patient satisfaction. Therefore, implementing a CRM platform in healthcare facilities is a crucial step towards improving patient experience and achieving operational excellence.

CRM has become an essential aspect of modern healthcare because it has proven to be a tool for enhancing patient engagement and improving the overall patient experience. In addition to building patient loyalty and supporting value-based care, it has also been a great way for healthcare organizations to boost satisfaction levels and establish a positive reputation while promoting organizational growth and long-term sustainability. In the context of international patient coordination, CRM can be used to

facilitate communication between patients and healthcare providers effectively, even across countries, cultures, languages, and time zones.

1.3 THEORETICAL BACKGROUND OF THE STUDY

Customer Relationship Management (CRM) entails managing customer relationships in a manner that satisfies their needs while also benefiting the organization. In addition, it views the customers as partners and works towards building long-standing relationships with them instead of short-term interactions as is the case with mere marketing activities. In the contemporary business world where most organizations are vying to capture niche markets, winning back customers who have been lured away is more challenging and thus organizations are shifting towards developing long-standing relationships with their existing customers. In the healthcare field, this concept takes a different dimension as patients are viewed as partners who need empathy, courtesy, support, and communication.

Customer Relationship Management is, therefore, significant in healthcare as it helps facilitate the patient experience which in turn boosts their level of confidence in the hospital or clinic they are using. This theory will be used in this study to analyze the role of CRM in international patient coordination.

The theoretical basis of Customer Relationship Management can be reviewed using the Relationship Marketing Theory. This theory highlights how companies can develop long-standing relationships with their customers instead of focusing on how to sell products to them. From this perspective, marketing should be directed towards meeting customer needs and ensuring that there is continuous interaction and feedback to ensure there is always value delivery. Relationship marketing helps healthcare workers to develop long-standing relationships with the patients by emphasizing on understanding their needs, maintaining communication and providing better services than what is anticipated by the patients. As a result, healthcare institutions can develop loyalty among their patients which leads to higher satisfaction levels and improved reputation of the organization.

Another theory that can shed light on CRM in healthcare is the Customer Satisfaction Theory. This theory is concerned with how customers develop satisfaction with a business entity based on some expectations that they have regarding the goods or services being offered. It holds that customers tend to be satisfied when the management is able to provide services that meet their initial expectations. When it comes to healthcare, patients are only satisfied when they are provided with quality services that meet or surpass their expectations in areas such as communication, waiting periods, coordination of care, and staff behavior, in addition to general treatment. With regards to international patient coordination, it is paramount for the organization to identify customer expectations and work towards fulfilling them. The theory will help the study achieve its objectives by analyzing how CRM can be utilized to meet the customers' expectations and thereby satisfy them.

The Service Quality Model is also critical in developing an understanding of how CRM can be applied in international patient coordination. This model was developed by Parasuraman, Zeithaml, and Berry, and it captures the aspects of service quality that are critical in influencing customer satisfaction with the services being offered. Its main tenets are reliability, responsiveness, assurance, empathy, and tangibility. Reliability refers to the ability of an organization to meet the promises it makes to the customers. Responsiveness, on the other hand, means being available and willing to provide services to the customers as well as being helpful and quick in responding to their requests. Assurance is about being knowledgeable, professional, and conveying a sense of confidence and security to the customers. Empathy demands that the organization should treat the customers with sympathy and personalization of services based on their needs. Finally, tangibility is concerned with the image of the organization as presented to the public through the physical evidence and communication media. The theory will help this study achieve its objectives by highlighting how international patient coordination can be used to enhance service quality in terms of reliability, responsiveness, assurance, empathy, and tangibility.

Finally, the use of digital technology in facilitating customer relationship management has had a

significant effect on how organizations are able to interact with their customers and manage their interests. In the healthcare field, CRM software has been instrumental in ensuring that the patient's records are updated and accessible at any given time. It has also improved the art of communication as most healthcare organizations have adopted electronic mailing as a reliable and faster means of delivering messages to the patients. Moreover, with the aid of digital technology, healthcare professionals are able to offer patient-centered services that are more efficient as they are able to access relevant information regarding their patients' health status.

In the case of international patient coordination, the scope of service delivery expands as patients require assistance in various aspects of their treatment plans which include consultation, hospitalization, and follow-up treatments after discharge. This requires close coordination between the patients, hospitals, and doctors. Some of the activities involved in international patient coordination include handling visa formalities, securing accommodation, helping patients to get to and from their destination, and ensuring that there is proper contact information between the doctor and patient. As such, effective CRM is paramount as it enhances communication, facilitates easier handling of patient records and offers assistance with the diverse issues that come along with international patient coordination.

Organizations such as Expert Chikitsa realize the importance of utilizing a CRM strategy to be able to offer their clients superior international coordination services. They focus on building long-standing and stable relationships with their clients by interacting with them through effective communication. As a result, they are able to meet the patient expectations and offer quality patient-centered services. Moreover, the CRM strategy has enhanced their general performance, boosted patient satisfaction and loyalty while also promoting growth of the organization.

Based on the aforesaid points, it is clear that various theories highlight how important it is to adopt a CRM strategy in international patient coordination. Some of the theories include Relationship Marketing Theory, Customer Satisfaction Theory, and Service Quality Model. This study will be able to achieve its objectives by adopting the theoretical background of Customer Relationship Management. The study will be in a position to analyze how CRM has been applied by Expert Chikitsa in international patient coordination so as to improve patient satisfaction and service delivery.

1.4 IMPORTANCE OF THE TOPIC

Healthcare industry has witnessed massive growth in the recent past due to developments in medical expertise, improved means of communication, and changing demands of the customers (patients). The patients today not only look forward to receiving appropriate medical treatment but also demand time and effort to be taken in communicating to them and providing personalized services during their treatment.

Therefore, in the current scenario, customer relationship management has become a critical function, especially in organizations dealing with international patients. The current study gives an in-depth understanding of how customer relationship management helps in improving the efficiency of international patient coordination services.

International patient coordination is a new entrant to the healthcare sector which requires an organized and systematic approach to dealing with overseas patients. The patients coming from other countries have to face language barriers, visa formalities, travel arrangements along with numerous other problems during their stay with the healthcare organization. These patients generally feel insecure and nervous which makes it even more essential for the organization to offer complete coordination services to such patients.

This will make the patients feel that the organization is offering end-to-end medical services without leaving them alone during any step of their treatment. Relationship management practices play a very crucial role here as these help in addressing all patient-related queries accurately and in time.

The current study is extremely relevant as far as medical tourism in India is concerned. India has emerged as one of the most preferred destinations for medical tourism due to availability of high-quality healthcare at low costs. The patients coming from other countries prefer India for its advanced healthcare services. These patients are broadly categorized as cardio patients, orthopaedic patients, oncology patients, transplant patients, infertility patients, plastic surgery patients, and so on. With rising number of international patients, there is an increased need to address their needs efficiently.

Therefore, for effective patient coordination, it becomes extremely essential for the organization to continuously focus on improving their relationship management practices. The current research study provides an elaborate understanding on how these practices can be improved so as to enhance the level of satisfaction among international patients.

Moreover, the study is extremely relevant for another critical reason as far as international patient coordination is concerned. This is because nowadays, patient satisfaction has become a key performance indicator for almost every organization. The overall experience of a patient going through medical treatment determines his/her satisfaction level. While the patients do look forward to receiving appropriate medical treatment, their experience with the healthcare organization also matters a lot.

Factors influencing this experience could include timely response to their queries, professional counseling, regular follow-up after discharge, and so on. Thus, efficient relationship management ensures that an organization has effective coordination services which in turn ensures a positive healthcare experience for the patients.

Such patients who are highly satisfied with their healthcare experience would recommend the organization to others and in turn help the organization in gaining more reputation and popularity. Further, since these international patients generally have a longer treatment duration as compared to local patients, their trust and confidence in the organization will contribute immensely towards their overall satisfaction.

Another key reason for selecting this topic for research is the relevance it holds for healthcare organizations dealing with international patients. Organizations like Expert Chikitsa maintain a relationship with hospitals/doctors, patients, travel agents, and other supporting entities to provide end-to-end international patient coordination services. This makes it mandatory for such organizations to have a very systematic mode of communication with all these stakeholders.

While interacting with these stakeholders, the organizations have to deal with a number of activities simultaneously including addressing patient queries, making travel arrangements, interacting with doctors/hospitals, providing post-discharge support to patients, and so on. All these activities can only be performed efficiently through appropriate relationship management practices. Thus, the current study throws light on the relevance of such practices for international patient coordination organizations.

Further, with growing digitization, it has become extremely essential for these organizations to have efficient CRM tools which could store patient data, track their queries, address them appropriately, and keep them posted about the latest developments in their treatment. Therefore, understanding the concepts related to CRM is extremely essential and the current research study provides an in-depth understanding of the same.

Additionally, the current study also has extreme significance from an academic perspective as well. Over the years, extensive research has been done on CRM practices being followed in various sectors such as the banking sector, the retail sector, the hospitality sector, and so on. However, there is a dearth of research on the role played by CRM in international patient coordination services. As this particular segment is gaining lot of popularity and is growing at a rapid pace, it is extremely significant to understand how the practices followed in this sector influence factors such as communication with patients, service quality, patient satisfaction, and so on. Therefore, the findings of this research study would add to the existing body of knowledge related to CRM, healthcare, and medical tourism.

From a managerial perspective, the findings of this research study would help the healthcare organization determine the areas of improvement with respect to their CRM practices. This will further assist them in developing suitable strategies for effective patient communication, addressing patient queries, enhancing patient satisfaction, improving the overall service quality they provide to international patients, and so on. The study will also highlight the importance of developing long-term relationships with patients which in turn will help improve their reputation among international patients and further bolster their growth in this sector.

In addition, this study will also benefit students/researchers, healthcare professionals, hospital administrators, and policy-makers due to its varied dimensions and perspectives. It will assist them in understanding how effective relationship management along with quality healthcare services could bring in overall improvement in the functioning of a healthcare organization.

1.5 NEED TO STUDY THE TOPIC

Nowadays, the healthcare sector has become extremely competitive. Not only do healthcare providers strive to offer high-quality treatment to patients, but they also aim to provide an exquisite and unforgettable patient experience. Thus, in terms of the current international healthcare environment, patients come to different countries with varied demands and needs. Moreover, they require continuous support and help, as well as timely communication and information about their treatment. Therefore, it is essential for healthcare providers to implement efficient Customer Relationship Management (CRM) to ensure the coordination of services and communication with patients properly.

The need for this study is based on the fact that now more than ever, international patient coordination services play a vital role in the healthcare service industry. In particular, in the context of India, where the country aims to provide excellent medical services to international patients, it is critical to offer comprehensive coordination for medical services. The provision of services refers to helping patients with consultations, choosing hospitals, visas, flights, accommodation, treatment, and post-treatment control. Thus, it is essential to develop a proper CRM strategy for the efficient coordination of medical services

for international patients.

In addition, it should be noted that the main reason why this study is significant is that patients need to receive the best treatment possible, along with high-quality services. At the same time, if a healthcare provider fails to deliver appropriate communication and coordination, this may lead to confusion among patients. At the same time, those who manage to provide excellent communication and patient-centered services get more benefits. For instance, they are likely to have better relationships with the patients and have more control over the entire process. It is also worth mentioning that such organizations have greater chances of becoming more successful in terms of delivering healthcare services to patients. Thus, it can be concluded that an efficient CRM strategy leads to higher patient satisfaction.

Another rationale for this study is that there has been a lack of research regarding the Customer Relationship Management of international patient coordination services. The majority of studies focus on providing a general description of the notion of CRM in the context of healthcare or other industries. However, the current study attempts to explore how Customer Relationship Management affects international patient coordination and, eventually, patient satisfaction with Expert Chikitsa as a healthcare provider. The study will also highlight the strengths and weaknesses of the current level of customer relationship management in the case of Expert Chikitsa.

Finally, the significance of this study is based on the fact that it will offer practical implications to healthcare organizations, hospital administrators, patient coordinators, researchers, and students who are interested in getting to know more about the subject. Thus, the study might become beneficial for a variety of stakeholders, as it will help them understand how to increase the level of customer relationship management. As a result, healthcare providers will be able to offer better-adjusted international patient coordination services. Thus, it is vital to conduct the research to reveal the impact of CRM on international patient coordination services, as well as to raise the level of services provided by Expert Chikitsa, in particular, and international clinics, in general.

CHAPTER II

REVIEW OF LITERATURE

AND RESEARCH DESIGN

CHAPTER II

REVIEW OF LITERATURE AND RESEARCH DESIGN

2.1 REVIEW OF LITERATURE AND GAPS

Review of Literature

A review of the literature enables researchers to identify and evaluate prior studies conducted in the selected field and determine the research gap that the presented work aims to fill. In relation to Customer Relationship Management (CRM) and International Patient Coordination Services, there is a body of scholarly works that analyze the connection between patient satisfaction, service quality, relationship management, communication, and technology in healthcare settings. The given review will include research studies and articles that investigate the CRM aspects and patient coordination in depth.

Zade and Kanyal (2024)

Zade and Kanyal (2024) performed a systematic review to examine the role of Customer Relationship Management (CRM) in healthcare organizations. The researchers' results demonstrated that CRM systems offer numerous benefits to facilities and their clients. The authors emphasize that the healthcare units that apply their management systems properly can provide appropriate treatment to their clients based on collected data and improve their overall satisfaction. However, the researchers note that CRM systems do come with some obstacles, such as security measures, lack of integration, and employees' disregard for changes. Therefore, Zade and Kanyal (2024) conclude that healthcare units need to invest more in their employees' training, management's involvement, and technological advancements to achieve the best results of CRM. They show that CRM is not only a marketing concept but a way to offer high-quality services and treatment to the clients.

Reference

Zade, V., & Kanyal, D. (2024). A Customer Relationship Management System in the Healthcare Environment: A Systematic Review of the Literature . Multidisciplinary Reviews.

Peri (2024)

Peri (2024) analyzed Salesforce CRM's implementation in healthcare organizations and its subsequent impact on the facilities and their clients. The authors showed the benefits of utilizing such technology and its positive influence on the organization's performance. The study demonstrated that the application of digital systems in healthcare field helps involve people in communication processes to reduce treatment's delays and provide patients with convenient interaction with the facilities. Peri (2024) notes that Salesforce CRM's usage helps achieve higher efficiency in terms of providing health care services and support international patients.

The researchers argue that technological innovations, like cloud-based systems, offer a great opportunity for healthcare units to improve their performance and satisfy their clients.

Reference

Peri, A. (2024). Digital Transformation in Healthcare: A Longitudinal Analysis of Salesforce CRM Implementation and Patient Care Outcomes. *International Journal of Computer Engineering And Technology*.

Sutarwala (2025)

Sutarwala (2025) discussed the ways Artificial Intelligence can improve Customer Relationship Management in healthcare setting. The article examined the role of AI in building effective communication with the clients and promoting the organizations in different social media platforms. Sutarwala argues that the application of artificial intelligence makes it possible to collect and analyze the clients' questions, concerns, and preferences to support them in making appointments and choosing the most appropriate treatment. The author emphasizes the need for combining human interaction and technology to improve patients' experiences and make them more involved in the process of their treatment. Sutarwala (2025) states that the usage of AI in customer relationship management helps reduce the staff's routine workloads to let them concentrate on patients' complex medical and psychological issues.

Reference

Sutarwala, J. H. (2025). Enhancing Patient Relationships Through Human-AI Collaboration in Healthcare CRM: A Technical Overview. *International Journal of Research in Computer Applications And Information Technology*.

Ragaupathy and Mittal (2025)

Ragaupathy and Mittal (2025) explored the role of next-generation Customer Relationship Management systems in contemporary healthcare environment. The researchers identify Artificial Intelligence, Predictive Analytics, and Patient Journey Mapping as the most prominent factors in terms of building effective relationships with the clients. Ragaupathy and Mittal note that the up-to-date systems allow healthcare facilities to better understand their clients, analyze their needs, and provide them with the most convenient options of treatment. Patient journey mapping helps the facilities ensure that they offer all-inclusive services to their clients to support them in making the most accurate decisions. The authors add that the integration of AI into the customer relationship management systems helps promote the facilities' services, improve their performance, and ensure that they continue offering high-quality medical care. According to Ragaupathy and Mittal (2025), such CRM systems are extremely valuable for healthcare units as they allow them to follow the clients' experiences, collect their feedback, and monitor their satisfaction.

Reference

Ragaupathy, S., & Mittal, M. (2025). Next-Generation CRM in Healthcare: The Role of AI,

Predictive Analytics, And Patient Journey Mapping. International Journal of Customer Relationship Management.

CRM in Clinical Laboratories (2025)

A recent systematic review published in Informatics in Medicine Unlocked journal and conducted by multiple researchers (2025) sheds light on the implementation of CRM in clinical laboratories. The study involved the analysis of 26 articles with the utilization of People–Process–Technology framework, which allowed the investigators to identify the greatest benefits associated with CRM. They are improved customer service and laboratory performance, as well as the enhancement of patient communication and data storage. This study also revealed the importance of establishing beneficial and long-range relationships with healthcare professionals, as well as the involvement of clinicians in the development and application of these new systems. Multiple researchers (2025) note that effective patient communication and ongoing improvement of services will lead to greater client satisfaction and higher quality of health care services.

Reference

Customer Relationship Management Systems in Clinical Laboratories: A Systematic Review. (2025). Informatics in Medicine Unlocked.

Gupta (2026)

Gupta (2026) studied the role of AI enabled Customer Relationship Management platforms in patient services. The author's analysis demonstrated that the integration of AI into CRM systems helps deliver these benefits to patients, thereby showing its effectiveness. The research article discusses the application of different programs in various areas of health care and shows their positive impact. Gupta argues that the implementation of such artificial intelligence allows companies to automate all processes associated with patient services. Additionally, the author adds that this technology makes it possible to analyze data to determine those clients who require more support. According to Gupta (2026), the utilization of AI technologies and software applications in building relationships with clients promote patient services in terms of timely delivery of information and overall experience. Such systems also help provide coordinated care to patients and ensure that they receive the most appropriate treatment based on their needs. This study reveals the significance of applying new technologies in healthcare setting to improve communication with the clients and deliver high-quality services.

Reference

Gupta, A. K. (2026). AI-Enabled Customer Relationship Management Platforms for Patient Services in Health Care: Early Lessons From Governance And Program-Level Outcomes. JMIR Medical Informatics.

Baashar et al. (2020) conducted a study that included a systematic review of scholarly articles on the application of Customer Relationship Management Systems (CRMS) in healthcare settings. The researchers used multiple articles in their study to identify CRM trends (Baashar et

al., 2020). The study revealed that effective CRM in healthcare settings could lead to improved communication with patients, increased patient satisfaction, organizational efficiency, and better healthcare outcomes (Baashar et al., 2020). Nevertheless, the researchers note that the body of scholarly evidence on the application of CRM in healthcare is limited compared to the business field, and more empirical research is needed to explore the impact of CRM on patient trust and privacy and innovation in the healthcare field.

Huma Sethi (2021) conducted a study that established the correlation between Customer Relationship Management, patient satisfaction, and customer loyalty among medical tourists in India. The scholar used questionnaires to collect data from 419 international patients who received treatment in India to explore the link between effective CRM and patient satisfaction and loyalty. The study found that effective CRM strategies in medical tourism facilities could improve patient satisfaction and loyalty to the facility (Huma Sethi, 2021). Moreover, the study identified trust as the most critical determinant of patient loyalty in medical tourism settings (Huma Sethi, 2021).

Alhassan et al. (2021) performed a research study to determine the influence of CRM on patient satisfaction and loyalty in the hospitals in Ghana. The research method involved distribution of questionnaires followed by quantitative analysis and evaluation that included the input of 788 patients. The researchers found that effective CRM strategies could lead to improved patient satisfaction and, subsequently, increased patient loyalty (Alhassan et al., 2021). The scholars also discovered that timely communication and personalized services were essential to patient satisfaction and loyalty.

Xu, Wang, and Du (2020) conducted an integrative review to determine the most prevalent medical travelers' experiences. The study involved a qualitative analysis of published works between 2009 and 2019 that determined the motivation and reasons behind medical tourism decisions. The researchers found that medical tourists tend to choose foreign healthcare facilities due to quality healthcare services, competitive pricing, limited waiting lists, and accessible communication (Xu, Wang, & Du, 2020). Moreover, the study identified the provision of quality healthcare and effective coordination services as contributors to medical tourist satisfaction and loyalty (Xu, Wang, & Du, 2020).

Craig & Beichl (2009) identified the need for international patient case management solutions and explored the key trends in international patient coordination services. The article mentions the tendency of the healthcare sphere to witness a significant rise in demand for international coordination services due to the popularity of cross-border treatment options among patients. Patient coordinators serve as links between hospitals and patients that travel abroad to receive treatment. This professional contributes to the improvement of the patient experience by eliminating communication barriers and ensuring appropriate insurance, logistics, and legal support for patients.

Zade & Kanyal (2024) performed a study that explored the implications of CRM in healthcare organizations. The research study involved a systematic review of scholarly articles that analyzed the impact of CRM systems in hospital settings and identified opportunities for improvement. The study revealed that effective application of CRM software could improve patient engagement and communication and lead to increased organizational efficiency at every

stage of the treatment process (Zade & Kanyal, 2024). Moreover, the researchers mention a list of obstacles to the effective implementation of CRM in hospitals, including employees' resistance to the use of new technologies and concerns about personal information privacy and security. The scholars conclude that successful CRM integration requires collaborative efforts from healthcare professionals and management and continuous improvement of technologies used in healthcare.

Yousefi & Kargari introduced the notion of Patient Relationship Management (PRM) in healthcare settings. Exploring Patient Relationship Management: A New Concept in Strategic Management article discusses the critical importance of effective relationship management to ensure quality healthcare services and patient satisfaction. Yousefi & Kargari suggest that the principles of PRM should be applied in hospitals to increase patient satisfaction through patient education and involvement in healthcare decision-making throughout the treatment process.

The discussed article covers multiple studies that identify the role of Social CRM (CRM 2.0) in healthcare and its significance to modern patient management strategies. The papers by Zhang et al. (2012) and Duan et al. (2015) illustrate how new communication tools can be applied in healthcare settings to improve patient interaction and engagement and build long-term trust with them. The study notes that electronic communication and social media facilitate the delivery of treatment services and promote transparency and inclusiveness in healthcare. The application of e-communication tools, including SMS alerts for appointment scheduling, reminders, and follow-up, facilitates a continuous connection between the hospital and the patient after treatment, leading to improved health outcomes.

RESEARCH GAPS

The review of the existing literature shows that Customer Relationship Management has become an integral practice in most leading healthcare organizations to enhance patient relations, communication, and service delivery. The recent studies explore digital CRM, Artificial Intelligence, patient engagement, and healthcare quality. The existing research evidence establishes the role of CRM in strengthening patient relationships and improving the organization's functioning in the hospital setting. However, upon reviewing the literature, there arise several research gaps that are pertinent to the current study, —A Study on Customer Relationship Management and Its Impact on International Patient Effective Coordination Services with Reference to Expert Chikitsa. The following points elaborate on the research gaps that make the current study worthwhile.

1. Lack of Research on International Patient Coordination Companies

The majority of the reviewed articles address healthcare CRM practices in hospitals, multispecialty clinics, or healthcare providers. The study literature mainly emphasizes the role of Customer Relationship Management in transforming hospital administrative tasks, enhancing patient satisfaction, and improving healthcare quality. However, there is a lack of scholarly evidence exploring how CRM practices could be used to improve the efficiency of international patient coordination companies.

Such agencies as Expert Chikitsa operate in a different environment compared to hospitals. They offer end-to-end international patient coordination services that involve hospital recommendation, doctor consultation, medical visa assistance, travel arrangement, accommodation, interpreter services, hospital coordination, and post-discharge follow-up among other services. Thus, the role of CRM in such agencies as Expert Chikitsa remains unexplored, making it a research gap that the current study aims to bridge.

2. Lack of Research on CRM and International Patient Journey

Most of the reviewed articles explore the role of CRM in patients' experiences during admission, treatment, or discharge. However, there is insufficient literature on how CRM practices could be employed to manage an international patient's journey from enquiry to post-treatment follow-up. For instance, international patients coordination agencies need to provide enquire management, hospital recommendation, doctor coordination, visa and travel assistance, accommodation, interpreter services, hospital follow-up, treatment support, and post-discharge follow-up among other services. Thus, exploring the role of CRM in international patient journey presents a research opportunity.

3. Lack of Research on Personalized Relationship Management

The recent studies address the role of technological developments, cloud computing, and Artificial Intelligence in managing patient data and improving service delivery. It is true that technology plays a significant role in streamlining healthcare processes, automating transactions, and analyzing patient data to enhance decision-making. However, it cannot replace personalized relationship management, especially when handling such vulnerable populations as international patients.

Most international patients present with various concerns, fear, worries, anxieties, and confusion during their treatment abroad. Therefore, patient coordinators need to offer emotional support to such patients to enable them to undertake treatment without much stress. The literature evidence shows that previous researchers have failed to elaborate on the significance of personalized relationship management in international patient coordination. Thus, the current study wishes to explore how personal relationship management influences international patient's treatment decisions and outcome.

4. Lack of Evidence on Medical Tourism Facilitators

India has emerged as one of the major medical tourism destinations due to its quality healthcare, affordable treatment options, state-of-the-art hospitals, and skilled medical personnel among other attractions. However, most of the published literature on medical tourism focuses on medical treatment, the quality of patient care, treatment cost, and general satisfaction. On the other hand, there is scarce research literature addressing how international patient coordination agencies facilitate medical tourism in India. These agencies act as intermediaries between foreign patients and India's hospital network, helping the former to navigate through the medical tourism system smoothly. The current study wishes to fill this research gap by focusing on how Expert Chikitsa facilitates medical tourism.

5. Lack of Published Research on Organization Specific CRM Practices

Most of the published literature on healthcare CRM provides a general perspective on the role of CRM in healthcare. However, it is noteworthy that CRM practices may vary between organizations due to differences in organizational culture, communication strategies, technology application, and general policies. There is limited research literature that elaborates on the CRM practices in international patient coordination agencies. Thus, there is a need for more organization-specific studies that can add to the body of knowledge on healthcare CRM while providing practical insight into the current study's target organization.

6. Lack of Research on Communication Effectiveness

Communication is one of the key CRM pillars that have been explored in-depth in most healthcare CRM studies. It is well established that communication plays a pivotal role in establishing good patient-to-provider relationship, delivering high-quality care, and enhancing patient satisfaction. Most healthcare professionals understand the significance of communication in patient management, hence the need to train clinical staff on effective patient communication. However, the reviewed literature lacks information on how communication effectiveness could be enhanced among international patients. Such patients rely on communication to obtain vital information on their treatment itinerary and personal care. Communication effectiveness during patients' journey encompasses enquire management, provision of treatment information, interpreter services, hospital follow-up, treatment progress, and post-discharge follow-up, among others. The current study is interested in exploring communication effectiveness as a component of CRM affecting international patient coordination.

7. Lack of Research on Trust Building

The majority of the reviewed literature address the role of CRM in building patient loyalty and satisfaction. However, there is limited information on how trust could be built among international patients to enhance treatment adherence. In most cases, overseas patients develop trust in the patient coordinator long before engaging the doctor. Building trust in international patients is paramount since they are likely to involve in complex treatment procedures, hence the need for patient coordinators to apply trust-building CRM practices. The current study wishes to explore how trust is built among international patients.

2.2 STATEMENT OF THE PROBLEM

With the booming healthcare industry and the rise in medical tourism and international patient services, there is a need for excellent customer relationship management (CRM). This is because patients from other countries seeking medical services require coordination, communication, assistance, and support before, during, and after treatment. Therefore, CRM is essential in maintaining good relationships with patients and ensuring that coordination is efficient and effective.

International patient coordination organizations mediate between patients and hospitals and provide patient support services like facilitating communication with the hospitals and doctors, booking appointments, helping with visas, arranging travel and accommodation, interpreting, and follow-up care. Thus, there is a need to maintain good customer relationships to provide excellent services to patients.

However, there are several challenges in providing quality international patient coordination services, such as ineffective communication, lack of customer interaction, poor information exchange, and poor patient expectations. These challenges have an adverse effect on patient care and satisfaction, which affects how successful these organizations are in their operations.

Although previous studies have shown the importance of CRM in hospitals and healthcare institutions, little is known about its role in international patient coordination organizations, especially in India. Hence, it is essential to carry out research to determine how CRM practices affect communication, relationship-building, coordination services, and patient satisfaction in international patient coordination companies like Expert Chikitsa.

Therefore, this study aims to determine the effectiveness of the customer relationship management practices in Expert Chikitsa. The study will focus on understanding how these practices affect international patient coordination services and patient satisfaction. The results of the study will be useful in providing recommendations on how Expert Chikitsa can improve its customer relationship management practices to provide better services to patients.

2.3 SCOPE OF THE STUDY

The current study aims to focus on the concept of Customer Relationship Management and its role in international patient coordination with a specific reference to Expert Chikitsa. The current research will highlight the ways through which the Customer Relationship Management or CRM can help in establishing a good relationship with international patients and offer high-quality coordination services to them.

Apart from this, the study will also demonstrate the impact of improved or effective CRM practices on the satisfaction level, confidence and trust, and service quality of international patients availing treatment in India through the Expert Chikitsa coordination process. The scope of this study is limited to the CRM practices of international patient recruitment, coordination, and management activities applied by the Expert Chikitsa to serve their foreign clients better.

Therefore, this research will explore every aspect of coordinating overseas patients with the application of CRM. The analysis will majorly comprise the practices of handling patient inquiries, communicating with patients, scheduling appointments, organizing medical visa assistance, hospital and doctor coordination, post-treatment coordination, managing customer complaints, and other aspects of providing quality services to patients. Moreover, the study will also review the collected data concerning customer experience and assess its impact on the company's operations, management, and performance.

This research will consider the relevant secondary data extracted from various sources such as books, journals, newsletters on CRM, company reports, web sources, and other reliable resources concerning CRM and international patient coordination, management, and treatment. Therefore, the findings of the current research on the role of CRM in international patient coordination with a special reference to Expert Chikitsa will benefit the company by providing an insight into the significant role of CRM in customer coordination, management, and service delivery.

Besides this, the recommendations made from the study will also be applicable to other firms in the medical tourism field, including hospitals and other entities involved in facilitating

international patient coordination, management, and treatment. However, the current study will majorly focus on the coordination practices of Expert Chikitsa and the patient's perspective on the topic. Hence, this study's scope is limited to Expert Chikitsa and the respondents involved in the study. Thus, this research's findings will only benefit the organization as a case study and might not apply to other international patient coordination firms.

2.4 OBJECTIVES OF THE STUDY

The main objective of the study is to determine the relationship between the use of Customer Relationship Management (CRM) and the effectiveness of international patient coordination services with a specific focus on Expert Chikitsa. The study will explore how CRM supports effective relationship building with patients to improve communication and patient coordination during treatment.

The study objectives include:

Primary Objective

To establish the impact of Customer Relationship Management (CRM) on the effectiveness of international patient coordination services at Expert Chikitsa.

Secondary Objectives

To review the CRM practices at Expert Chikitsa towards international patients.

To assess the effectiveness of communication and follow up services to patients.

To determine the relationship between CRM practices and patient satisfaction.

To evaluate the role of CRM in supporting relationship-building with the international patients.

To review the challenges in using CRM for coordinating patients.

To come up with recommendations for improving CRM practices and enhancing patient coordination services.

The objectives will guide the study in reviewing how customer relationship management influences positive outcomes in patient coordination services. The study will also propose solutions for enhancing effective CRM practices.

2.5 SAMPLING

Sampling is an essential part of the research process, which allows the researcher to gather the required information from a carefully selected group of respondents. It should be noted that studying the views and behaviors of all the customers of the given organization is impossible, as this would take too much time and effort. Therefore, a sample should be selected in order to receive valid information from a representative group of respondents.

For the current study, non-probability convenience sampling will be utilized in order to gather the required data. It should be noted that this research will employ customers who have already been served by the international patient coordination services of Expert Chikitsa in order to obtain valid and reliable data. The

respondents will be asked to provide their feedback on communication, service quality, follow- up, and other aspects related to the CRM strategy, which has been implemented by the abovementioned organization.

Consequently, 100 questionnaires will be distributed among the selected sample via an online source in order to ensure the anonymity of the respondents. The gathered information will subsequently be analyzed in order to evaluate the effectiveness of the aforementioned CRM strategy, which has been implemented by Expert Chikitsa in terms of international patient coordination services.

Population: Customers who have received the international patient services of Expert Chikitsa. Sampling Technique: Non- Probability Convenience Sampling. Sample Size: 100. Method of Collection: Questionnaires (Google Forms).

It should be noted that the described method of sampling is suitable for the current research, as it allows the investigator to gather the required information in a relatively short time while providing valuable insight into the CRM strategy employed by Expert Chikitsa.

Sampling Method

The present research study will utilize Non-Probability Convenience Sampling procedure since respondents are selected based on availability and accessibility. This survey method allows gathering the required data from those individuals who are willing to participate in the study. Since the target population is hard to reach because of the nature of the organization's activities, convenience sampling is the most appropriate method to conduct the study.

The respondents who will be selected for completing the questionnaire are the customers of Expert Chikitsa, who used the organization's international patient coordination services. The convenience sampling method suits best for the current study, as it allows collecting the necessary data from the customers in terms of the researcher's capabilities and available time. The survey aims to examine the participants' views on the Customer Relationship Management (CRM) policy, communication and coordination process, as well as their satisfaction level with the services provided by the organization.

This method facilitates the collection of primary data from a sample that is convenient to the researcher. Although this Non-Probability sampling technique is associated with some limitations in comparison to such methods as cluster or stratified sampling, it still can provide valuable information regarding the effectiveness of CRM practices in the organization.

Sample Size: The sample size for this research is 100 respondents who are users of the international patient coordination services provided by the organization Expert Chikitsa. They were recruited on a convenience basis as they were available and willing to participate in the study. Information was gathered using a questionnaire to obtain their views and opinions on the organization's Customer Relationship Management practices. The sample size was sufficient to assess the effect of Customer Relationship Management on international patient coordination capabilities of Expert Chikitsa and meet the objectives of the study.

Tools for analysis

The information gathered for the study was analyzed using the appropriate statistical tools to achieve the objectives of the research. The responses derived from the designed questionnaire were compiled, coded, and tabulated for easy analysis. The data analysis involved the use of simple statistical tools to generate meaningful results and display them effectively. The analysis was done using Microsoft Excel and SPSS statistical package. The percentage analysis, frequency distribution, mean analysis, Chi-Square, and graphical representations were the main statistical tools used to analyze the data collected from the survey. The tools will help examine the influence of Customer Relationship Management (CRM) on the performance of international patient coordination services at Expert Chikitsa .

2.6 TOOLS FOR DATA COLLECTION

Primary Data

This refers to the raw data that has been gathered directly by the researcher for the specific purpose of the study. In this research report, the primary data gathered from the customers who have opted for the international patient coordination services of Expert Chikitsa. A questionnaire was administered to the chosen sample of participants, and the data collected included questions on Customer Relationship Management (CRM), communication, patient satisfaction, service quality, and follow-up services, among others. This information was obtained directly from the respondents and used to facilitate the research aims and objectives of the study, and analyze the results.

Questionnaire

A questionnaire was designed and administered to respondents to gather primary data for this research. The questions provided respondents with demographic information and required them to respond to statements using a five-pointed Likert scale. The form included statements and questions on CRM, communication, service quality, trust, and follow-up services. The questions were generated to establish the extent to which patients have interacted with Expert Chikitsa through its customer relationship initiatives and provide statistical information on their experiences. The questionnaire was shared via Google forms, and the use of an electronic version was convenient for the respondents and ensured fast data collection.

2.7 DATA ANALYSIS

Data analysis refers to arranging, organizing, and interpreting the data collected from the respondents to come up with comprehensive conclusions. In this study, the collected data from questionnaires was coded, organized, and analyzed using excel and SPSS computer software. The data analysis involved percentage analysis, frequency distribution, mean analysis, and Chi-square test. Interpretation of the results was done using tables and graphs. The analysis was done to establish the effect of customer relationship management on international patient coordination services at Expert Chikitsa.

Cleaning and Preparing Data

Prior to finalizing the survey, the responses collected in the questionnaire were closely examined to establish accuracy and avoid any inconsistencies. Consequently, incomplete, extra, and invalid entries were removed, and all relevant data were organized. After cleaning and preparing the data sets to meet the standard requirements for analysis, they were uploaded in Microsoft Excel and SPSS for final data analysis. This process aimed at ensuring that valid results would be achieved from the study conducted.

Likert Scale Analysis

The Likert Scale is an assessment tool that measures the attitude, opinions, and perceptions of the respondents. In this study, the five-point Likert Scale was used to measure the satisfaction level of the participants with the communication and service quality they received. The scale provided an option to choose from Strongly Agree to Strongly Disagree. The collected data were assigned numerical values corresponding to each option for calculation purposes. The results will enable the determination of the effectiveness of CRM practices and their influence on international patient coordination service at Expert Chikitsa.

Summary and Interpretation

The information gathered was compiled, analyzed, and evaluated using appropriate statistical methods to meet the study's objectives. The results of percentage analysis, frequency distribution, mean analysis, and the Chi-square test enabled in drawing out the respondents' views on the Customer Relationship Management (CRM) practices by Expert Chikitsa. The results are presented in the tables and graphs below. The interpretation of the results highlights the effect of CRM on facilitating communication, boosting customer satisfaction, enhancing service quality, and improving patient-coordination services, among other findings. The discussion forms the basis of concluding and providing recommendations for the study.

2.8 LIMITATIONS OF THE STUDY

The study is limited to Expert Chikitsa, the results may not be applied to other international patient coordination organizations.

The study has limited sample size. The sample size of this study is 100 respondents which may not represent the population of international patients.

It has been based on the questionnaire survey which is a form of subjective data collection.

The study has been carried out within short period of time.

Only customer relationship management (CRM) and its impact on international patient coordination services has been focused.

It has been based on the data collected during the period of the research, which may change in future in different organizations due to various reasons.

Due to time and resources constraint some of the statistical tools have not been used for analyzing the data.

Some respondents had different views and opinions about customer relationship management and international patient coordination services.

CHAPTER III

PROFILE OF SELECTED ORGANIZATION AND RESPONDENTS

CHAPTER III

PROFILE OF THE SELECTED ORGANIZATION AND RESPONDENTS

3.1 PROFILE OF THE ORGANIZATION

Expert Chikitsa is the healthcare consulting and medical tourism company founded in 2013. The company's main office is located in Bengaluru, Karnataka, India. Expert Chikitsa offers international patient coordination service, connecting patients worldwide with Indian hospitals, doctors, and medical institutions. The company is engaged in providing quality healthcare services to international patients, offering full service and support during their treatment.

Expert Chikitsa is an international medical tourism company that facilitates consultation, treatment, and medical visa invitation for patients from various countries in India. The company helps patients from overseas find appropriate doctors and hospitals, provides them with treatment, manages their trips, hospital stays, interpreters, visa invitation, transportation, and other services.

The company is famous for its quality of care and personalized patient assistance throughout their treatment. Expert Chikitsa has extensive networks of renowned multispecialty hospitals and doctors in India. The company offers healthcare service coordination to patients from Africa, the Middle East, South Asia, Europe, and other regions.

In addition, Expert Chikitsa is one of the organizations that implements the policy of customer satisfaction, transparency, and quality of communication with patients consulting the company's services. What is more, it uses the Customer Relationship Management system to establish relations with its patients and improve their experience.



Fig 3.1 The logo

Fundamental Operations and Business

Expert Chikitsa's main function is related to providing healthcare facilitation and international patient coordination. The company offers a wide range of services to patients from different countries, connecting them with the best hospitals and doctors in India. The company's main role is to provide high-quality healthcare services to patients by coordinating their treatment and making it as comfortable as possible for them.

Firstly, the company focuses on patient inquiry management. By calling or writing to the company's website or social media, patients can contact the patient coordination team and provide their medical reports and current health issues. This team will respond to the patients' inquiry and give them an idea of their treatment.

Medical assessment and treatment planning is the second area of the company's functioning. The patient coordination team sends medical reports to doctors and hospitals to determine the treatment course. The company's team of doctors provides patients with an appropriate treatment plan with the most suitable treatment methods, estimated treatment period, all costs involved, and hospitals.

Furthermore, hospitals and doctors coordination play an essential role in providing patient-friendly services. The company establishes relationships with the best multispecialty hospitals and doctors in India to provide patients with high-quality treatment. Expert Chikitsa also coordinates hospital admission to ensure that people get appropriate medical services without delays.

Moreover, medical visa and travel support are also among the company's functions. Doctor's advice and consultation for international patients is supported by providing them with visas and helping with further travel, airport pickup, and transportation.

Arranging accommodation and interpreter services is also significant for patients from abroad. The company offers foreign patients and attendants to book their accommodation near the hospitals and arranges interpreters so that they can communicate with doctors easily.

Additionally, it is crucial to mention the patient coordinator's role in international patient coordination. Patient coordinators keep in touch with patients, doctors, and hospitals to track their treatment process, address their issues, solve problems, and answer questions. Coordinators also book doctors' appointments, ensure proper treatment, and facilitate the communication process between patients and doctors.

Finally, post-treatment, follow-up services contribute to the company's success and popularity among its clients. The patient coordination team ensures that patients are provided with the best treatment and follow-up care after discharge. They also help patients keep in touch with doctors and control their health conditions.

One of the critical aspects of the company's functioning is the customer relationship management process. Maintaining patient relations is vital for most companies, as they strive to provide good services to their clients and take into account their suggestions and demands to improve their performance. Keeping track of patients' health status, answering their questions, and providing them with relevant information are essential for effective coordination. Maintaining patient relationships has an impact on the organization's performance, which is why Expert Chikitsa focuses on using the best practices in this aspect.

In general, it is possible to conclude that the main functions of Expert Chikitsa are related to providing the best international patient coordination services. The company is engaged in providing medical treatment to foreign patients by coordinating their treatment, ensuring effective communication, providing travel support, and maintaining patient relationships. These functions ensure the organization's competitiveness and popularity among patients from abroad.

Global Headquarters and Operations

Expert Chikitsa is headquartered at Bengaluru, Karnataka, India, which happens to be one of the country's leading centers for healthcare and IT. The company manages its international patient coordination services, hospital coordination, customer support, and other operations from its main office. The company's center in Karnataka serves as the primary coordination hub in which all patient inquiries are handled, the treatment process is designed in coordination with hospitals and physicians, and communication with hospitals, doctors, and international patients takes place.

While the company is headquartered in India, it provides its services to patients across continents, including Africa, the Middle East, South Asia, Europe, and other regions. The company has built a reputable brand image in the medical tourism sector, facilitating international patients who seek high-end and affordable care in the Indian hospitals. The company's network of renowned hospitals and doctors across India offers international patients better access to quality healthcare while managing their treatment seamlessly.

Expert Chikitsa's primary core focus is on offering end-to-end coordination services to international patients. Apart from helping patients find the best clinics and doctors, the company also assists with treatment scheduling, admissions, and post-treatment support throughout their stay in Karnataka, ensuring seamless medical care. The company also supports patients with all other related arrangements, including medical visa assistance, hotel bookings, travel planning, airport transfers, interpreter services, and other local transportation services.

The company ensures its operations run smoothly by adopting a customer-centric approach while managing customer relationship management (CRM) processes. All patients' information, including their communication records, treatment schedules and progress, and other procedures are handled manually to offer better customer support. Besides helping patients manage their treatment processes seamlessly, the company maintains professionalism and transparency in its practices, meeting the patients' high expectations.

By having skilled international patient coordinators and partnering with India's best hospitals and doctors, Expert Chikitsa continues to invest in its medical tourism services, serving more patients from across the globe. The company operates mainly from its primary office in Karnataka, India, where it executes all its coordination processes before handing over the patients to the selected hospitals for treatment. While providing affordable and quality healthcare services, Expert Chikitsa ensures patient privacy and confidentiality by adopting the best practices in the medical tourism field with international patients.

Success Stories of Expert Chikitsa

Expert Chikitsa has established itself as a reliable brand that specializes in international patient coordination and medical tourism. The company has managed to serve thousands of international patients by providing them with high-quality healthcare services. Moreover, the company has gained a reputation for its quality treatment and coordination of care, as well as its excellent customer relationship management and personalized approach.

a) Successful treatment coordination

One of the leading practices that have contributed to the success of Expert Chikitsa is the successful treatment coordination. The company has managed to coordinate the treatment of thousands of patients from different parts of the world. The company provides treatment for a wide range of procedures, including heart surgeries, organ transplants, orthopaedics, oncology, neurology, fertility, cosmetic surgery, and many others.

b) Building relationships with hospitals

Another leading practice that has made Expert Chikitsa successful is the building relationships with hospitals. The company has managed to establish relationships with a wide range of hospitals and medical professionals. Thus, the company is able to provide its patients with high-quality healthcare services. Expert Chikitsa has developed relationships with a wide range of reputed multispecialty hospitals and medical professionals. This has allowed the company to provide its patients with high-quality healthcare services and state-of-the-art technology.

c) Excellence in international patient services

The company has also excelled in international patient services. Expert Chikitsa has managed to build a strong reputation among international patients for its personalized approach to each patient. Moreover, the company provides excellent support to the patients throughout their treatment. The company offers medical visa assistance, consultation services, communication support, travel arrangements, interpreter services, airport assistance, and many other services. Thus, Expert Chikitsa has managed to provide its patients with high-quality healthcare services in the most comfortable environment.

d) Effective Customer Relationship Management

Another leading practice that has contributed to the success of Expert Chikitsa is the effective Customer Relationship Management (CRM). The company has managed to build strong relationships with its patients by providing them with personalized treatment and excellent coordination of care. Moreover, the company is known for its excellent customer service, which includes responding to patient inquiries, providing treatment advice, and following up on patient needs. Expert Chikitsa has managed to gain the trust of thousands of patients by providing them with high-quality healthcare services and excellent customer service.

e) Contributed to medical tourism in India

Expert Chikitsa has also contributed to medical tourism in India. The company has managed to promote India as a destination for affordable and high-quality healthcare services. Thus, the company has played a significant role in medical tourism in India. It has helped to establish India as a preferred destination for medical care by providing patients with high-quality healthcare services and personalized treatment.

In conclusion, Expert Chikitsa has managed to build a strong reputation for itself as a reliable brand that provides high-quality healthcare services to its patients. The company has been successful in its work due to its wide range of services, personalized approach to each patient, and excellent customer relationship management.

3.2 VISION AND MISSION STATEMENT

Vision

To be a globally trusted healthcare facilitator connecting international patients with premier medical care by providing compassionate, reliable, patient-centered coordination services

Expert Chikitsa will be an enabler of accessible and affordable healthcare while being a preferred destination for medical tourism through innovation, transparency, and excellence in service.

Mission

Provide comprehensive international patient coordination services with professionalism and care.

Facilitate access to premier hospitals, doctors, and healthcare institutions in India.

Deliver hassle-free international medical services by coordinating treatment, travel, accommodation, visa processing, and post-treatment care.

Build long-term relationships with patients by focusing on effective CRM, personalized communication, and end-to-end support.

Deliver ethical and value-based healthcare services while being a preferred destination for medical tourism and international health services by ensuring quality, affordability, and transparency.

3.3 KEY SERVICES OFFERED

Expert Chikitsa facilitates health services and international patient coordination in order to provide the best service and support to the patients. The company offers a variety of services, including international patient coordination, doctor consultation and medical second opinion, hospital selection and treatment planning, medical visa and travel assistance, accommodation and interpreter services, and post-treatment follow up and customer relationship management.

1. International Patient Coordination

Expert Chikitsa is an international patient coordinator, helping patients to navigate the entire process of medical travel abroad. The company facilitates and coordinates all treatment-related aspects, from initial inquiry to after-treatment follow up.

2. Doctor Consultation and Medical Second Opinions

The company facilitates consultations with expert doctors in a variety of specialities and helps patients get second medical opinions by reviewing medical reports with renowned doctors and providing them with treatment options.

3. Hospital Selection and Treatment Planning

The company assists patients in selecting the best hospital and doctor based on the patient's medical needs, budget, and personal preferences. In addition, Expert Chikitsa provides patients with treatment options, medical expense estimation, and length of treatment duration, as well as personal supervision and management of all treatment-related aspects.

4. Medical Visa and Travel Assistance

Expert Chikitsa provides comprehensive visa assistance to patients travelling to India for treatment, including guidance on the medical visa process, as well as personal help with all aspects of travel, such as flights, airport transfers, and hotel bookings.

5. Accommodation and Interpreter Services

Expert Chikitsa makes arrangements for comfortable accommodation for patients and their attendants in hotels near the hospitals. Moreover, the company can also assist patients with interpreters so that they can communicate effectively with the doctors and other staff.

6. Post-Treatment Follow up and Customer Relationship Management

Even after returning home, the company continues to provide support and supervision to the patient through regular follow-up consultations and medical reports, as well as managing their treatment and recovery in coordination with the doctors and hospitals. Thus, in addition to offering quality health services, Expert Chikitsa also strengthens its bonds with the customers, resulting in improved client relationships and higher levels of customer satisfaction.

3.4 COMPETITORS

The medical tourism and international patient coordination industry is highly competitive, as the demand for high-quality and affordable healthcare services continues to grow tremendously. Therefore, Expert Chikitsa faces intense competition from other healthcare facilitators providing similar services. The company should maintain its strengths of personalized approach towards patient care, extensive hospital network, efficient communication and customer relationship management to gain competitive advantage over rivals.

List of Competitors of Expert Chikitsa

1. Vaidam Health

Vaidam health is one of the leading medical tourism companies in India. The company facilitates international patients by connecting them to accredited hospitals and specialist doctors. Vaidam Health offers treatment planning services, visa guidance, travel arrangements, and total patient coordination.

2. MediGence

MediGence is an international healthcare company that provides medical tourism services to patients around the world. It mainly facilitates global medical travel coordination, connects patients to hospitals and doctors, and offers telemedicine consultations and second opinions services.

3. Lyfboat

Lyfboat is a medical tourism facilitator that helps international patients access affordable and high-quality medical services in India and other countries abroad. It offers end-to-end services to patients, including doctor consultations, hospital arrangement, accommodation, visa assistance, and post-treatment care.

4. EdhaCare

EdhaCare is a health facilitator that helps international patients access high-quality and affordable healthcare services in networks of renowned hospitals and doctors. It mainly offers treatment planning services, medical visa assistance, patient coordination, accommodation arrangement, and post-treatment support services.

5. GoMedii

GoMedii is an online healthcare platform based in India that provides medical tourism services to international patients. The company offers tele-consultation, second medical opinion, diagnostic support, hospital coordination and treatment planning services to people seeking medical care abroad.

6. Hospals

Hospals is a medical travel and patient coordination organization that facilitates international patients accessing high-quality medical services in India. It offers hospital coordination, doctor appointment services, accommodation arrangement, interpreter services, and patient support services.

Why Expert Chikitsa's Medical Tourism Company is Better than Its Competitors

Expert Chikitsa employs effective customer relationship management to offer personalized patient care and treatment coordination services. The company has a strong network of hospitals and medical professionals that facilitate the provision of high-quality and affordable healthcare services to international patients. It also utilizes efficient communication strategies to ensure effective interaction with patients during treatment planning and post-treatment follow-up. These strengths give Expert Chikitsa competitive advantage over its competitors and make it stand out among other medical tourism facilitators.



Fig 3.4.1 Competitors loggo



Fig 3.4.2 The recent top 10 market share by region

The given graph below represents the calculated regional market distribution of international patients served by Expert Chikitsa for academic purposes. The largest portion of the market is occupied by Africa, with a share of 30%, followed by the Middle East with 22%. The significant representation of these two regions can be explained by their proximity to India and a high demand for affordable and high-quality treatment. Patients from South Asia also show a strong interest in receiving specialist treatment in India, which comprises 15% of the market. Finally, the market share is distributed among Europe (7%), Central Asia (5%), Southeast Asia (4%), North America (4%), and Oceania (3%). The insignificant share of other regions comprises 2% of the market.

The graph should include a note at the bottom that states —Illustrative chart prepared for academic analysis; Expert Chikitsa does not publish official regional market share data and be cited accordingly. This way, it will be clear that the information presented in the graph is not officially reported by Expert Chikitsa, which allows using this source in the MBA project.

3.5 PROFILE OF THE RESPONDENTS

The respondents of the research are those individuals who have used or currently use the international patient coordination services provided by the company Expert Chikitsa. There are several respondents that fit the description as they are customers from different countries,

age groups, occupations, and income levels that have used the company's services to receive treatment in India. The respondents' opinion and experience regarding the use of the company's services will contribute significantly to the final result and analysis of the study to determine the most appropriate Customer Relationship Management (CRM) policy to be applied by the company.

The respondents will be selected using the convenience sampling technique as it allows the researcher to select individuals who are easy to reach during the research process. The data will be collected through a well-structured questionnaire that will be filled by the respondents to gather relevant information on their general level of satisfaction with the services provided by the company Expert Chikitsa. The survey will contain several items focusing on the participants' level of satisfaction with the company's communication, responsiveness, treatment, hospital, travel, quality, trust, and follow-up services.

There is a total of 100 respondents included in the study, which will allow the researcher to conduct the study on a sufficient scale and obtain credible results. Furthermore, the respondents vary in age, gender, education, occupation, country of residence, and frequency of using the services of the company, which will allow the data to represent the opinions of the majority of the company's customers. As the result of the study, a significant amount of data will be collected, analyzed using percentage analysis, presented in tables, and visualized through graphs and charts. The analysis will indicate the significance of Customer Relationship Management in improving international patient coordination, as well as the most effective ways for the company to increase the level of its patient satisfaction in the future.

It should be mentioned that the respondents will play a major role in the research process, as the collected data will represent valid and reliable results. Furthermore, the results obtained from the study made with the involvement of the respondents will form the basis of the research, analysis, and suggestions proposed in the final document.

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

CHATER IV

DATA ANALYSIS AND INTERPRETATION

Data analysis is the act of looking through, cleaning, transforming, and modelling data to identify pertinent information, inform conclusions, and help in decision-making. It is the "what" and "how" of the data story, explaining and evaluating data systematically using statistical and logical techniques. Giving unstructured data structure, meaning, and order is the goal. Think of it as a detective collecting and organizing clues methodically.

The first step in this process is determining the problem or question you want to answer. The next step is to collect the relevant data, which can be obtained from public sources, databases, or surveys. The data must be cleaned after collecting to handle missing values, correct inconsistencies, and eliminate duplicates in order to guarantee its quality and reliability. After cleaning, you analyze the data using a range of analytical techniques to identify connections, trends, and patterns and create a narrative. Here, data mining, statistical methods, or visualization tools may be used to uncover insights.

In today's data-driven world, data interpretation and analysis are critical for both individuals and businesses. They facilitate well-informed decision-making by replacing guesswork and intuition with an evidence-based approach. Businesses can utilize data to identify market trends, streamline operations, lower risks, and gain a deeper understanding of their customers. For example, by analysing customer data, a company can customize its marketing campaigns and boost conversion rates and customer loyalty. Data analysis is the cornerstone of the scientific process in science and research because it allows scientists to test theories, validate hypotheses, and generate new findings.

The ability to sift through massive amounts of data, extract valuable information, and effectively communicate that knowledge is one of the most crucial skills that fosters innovation, increases productivity, and provides a significant competitive advantage. In short, it transforms unstructured data into a strategic instrument that guides progress and success.

PROFILE OF THE RESPONDENTS

Table 4.1 Frequency distribution of the gender of respondents

Gender	Frequency	Percentage
Male	29	48.3%
Female	31	51.7%
Total	60	100%

Source: Primary Data

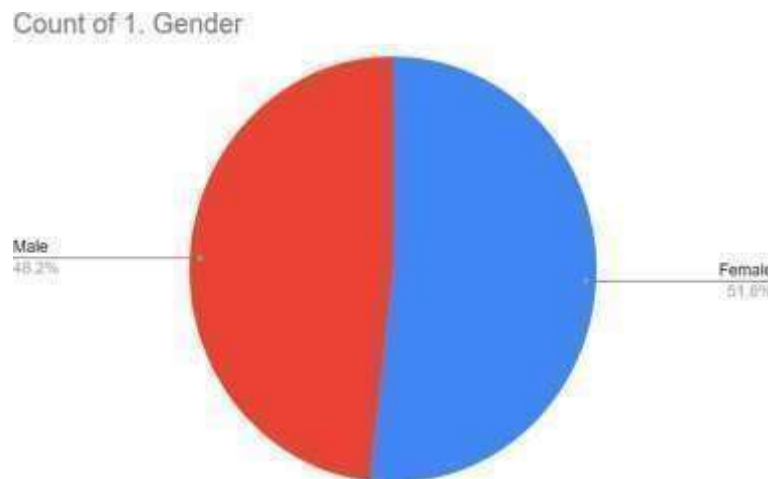


Fig. 4.1 Diagram represents the gender of the respondents

Interpretation: According to the provided table, it is possible to make a conclusion that more respondents were female, 31 out of 60 (51.7%), than male, 29 out of 60 (48.3%). Based on this information, it can be suggested that the number of respondents who were female slightly prevailed respondents of the opposite sex. This circumstance should be considered as a positive aspect of this study, since the involvement of both females and males allows obtaining unbiased data for addressing the research question. Thus, it is possible to use the collected information from both respondents to examine CRM application to improve international patient coordination at Expert Chikitsa.

Table 4.2 Frequency distribution of the age of respondents

Age	Frequency	Percentage
Below 20	9	15.0%
21-30	37	61.7%
31-40	8	13.3%
Above 40	6	10.0%
Total	60	100%

Source: Primary Data

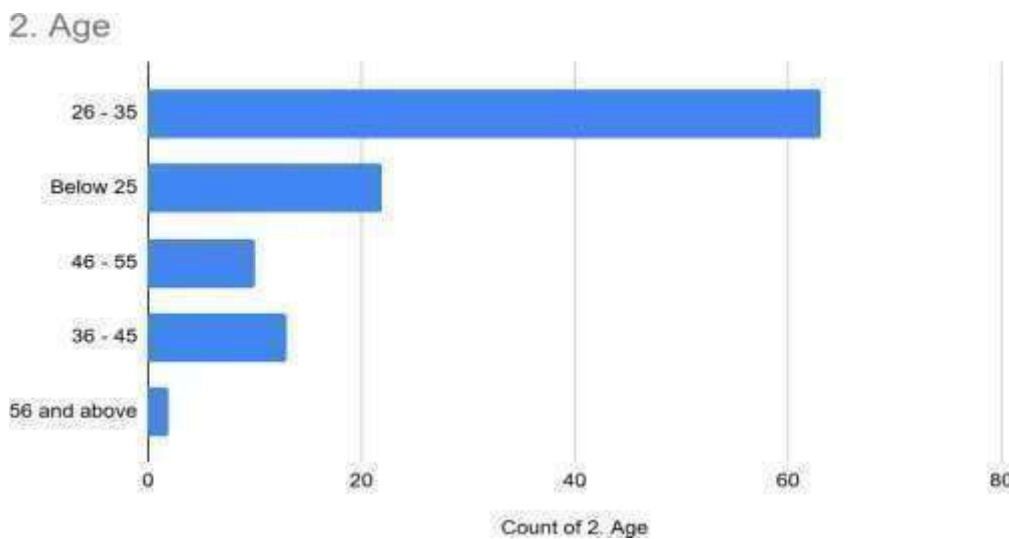


Fig. 4.2 Diagram represents the age of respondents

Interpretation: The above table describes the age distribution of respondents. By analyzing the table, one can come to the conclusion that out of 60 respondents, 37 respondents (61.7%) belong to the 21-30 age group. 9 respondents (15%) belong to the below 20 age group. 8 respondents (13.3%) belong to the 31-40 age group. Finally, 6 respondents (10%) belong to the above 40 age group. By looking at the data one can understand that most of the participants were young adults as most of them were in the 21-30 age bracket. Therefore this data is critical for the Customer Relationship Management and International Patient Coordination Service.

Table 4.3 Frequency distribution of occupation/ job role of respondents

Occupation/ Job role	Frequency	Percentage
Student	22	20.0%
Employed	10	9.1%
Self -employed	2	1.8%
Other	5	4.5%
Total	60	100%

Source: Primary Data

3. Occupation / Job Role

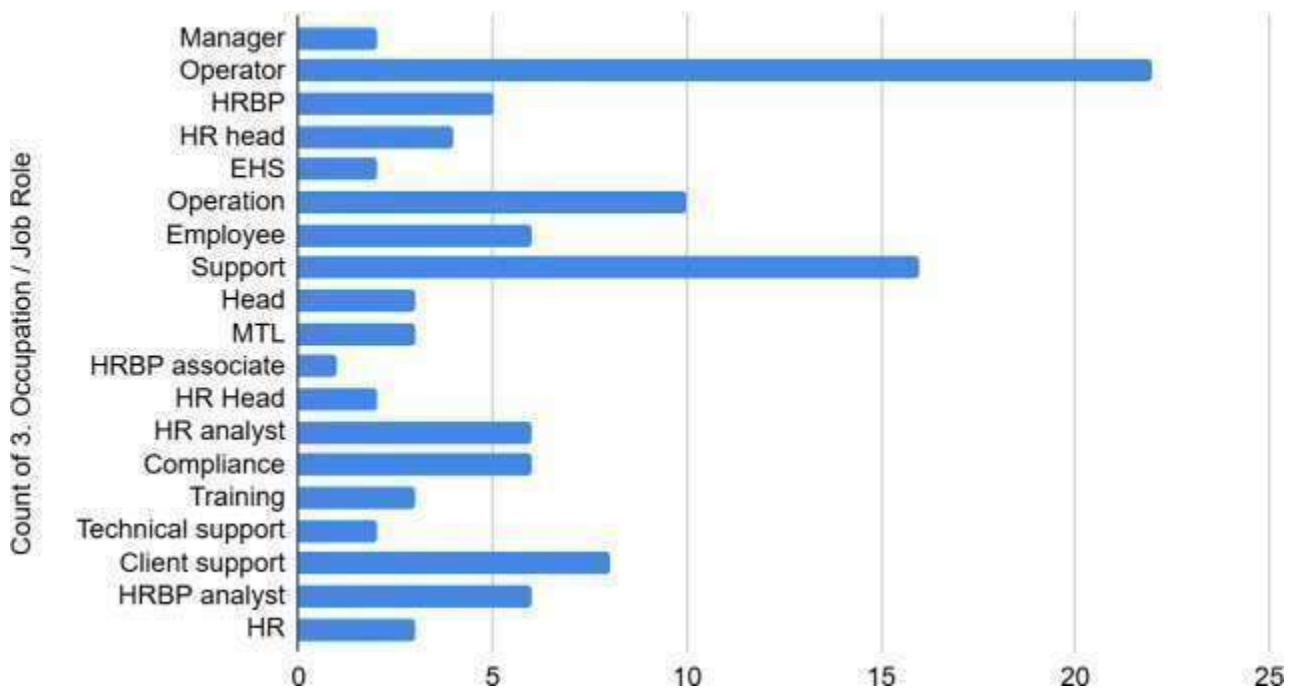


Fig. 4.3 Diagram represents the occupation/ job roles of respondents

Interpretation: The above table represents the occupational distribution of the respondents. According to the data, out of the total 60 respondents, 22 respondents (36.7%) are students, 21 respondents (35.0%) are employed, 12 respondents (20.0%) are self-employed, and 5 respondents (8.3%) are from other professions. It may be concluded that the majority of the surveyed respondents are students, followed by employed persons. The occupational background of the respondents gives a comprehensive perspective on customer views about the role of Customer Relationship Management or CRM in meeting the demands of international patient coordination services at Expert Chikitsa.

Table 4.4 Frequency distribution of experience in the construction/material industry of respondents

Experience in the construction/material industry	Frequency	Percentage
Less than 1 year	31	28.2%
1-3 years	51	46.4%
4-6 years	19	17.3%
7-10 years	9	8.2%
Total	110	100%

Source: Primary Data

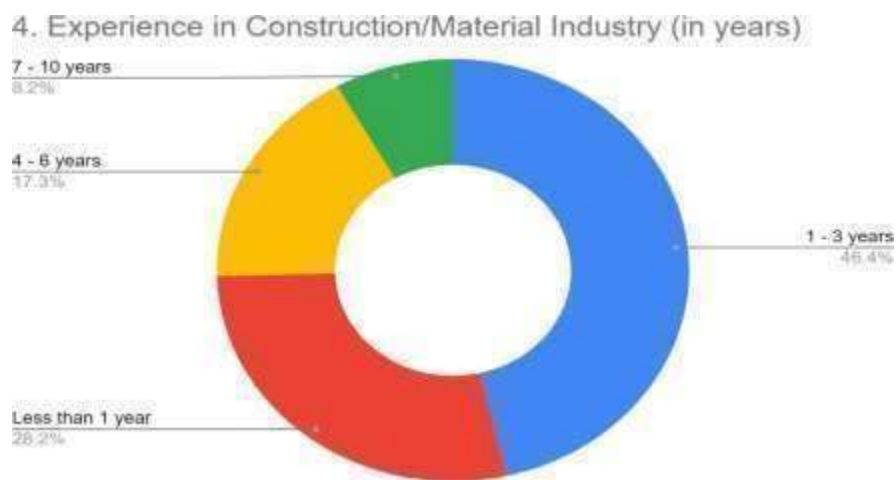


Fig. 4.4 Diagram represents the experience in the construction/material industry of respondents

Interpretation: According to data on respondents' experience in the construction and material industry, a sizable percentage—46.4%—have one to three years of experience, suggesting that they are a comparatively early-career group. Furthermore, 28.2% have less than a year's experience, which supports the trend of a workforce that is primarily new or emerging. Only 8.2% of respondents have seven to ten years of experience, compared to 17.3% with four to six years, indicating a lack of representation from highly experienced experts. Overall, those in the early phases of their careers seem to make up the majority of the workforce.

Table 4.5 Frequency distribution of Hospital Visit Frequency of Respondents

Familiarity frequency	Frequency	Percentage
Weekly	4	6.7%
Monthly	11	18.3%
Occasionally	30	50.0%
Rarely	15	25.0%
Total	60	100%

Source: Primary Data

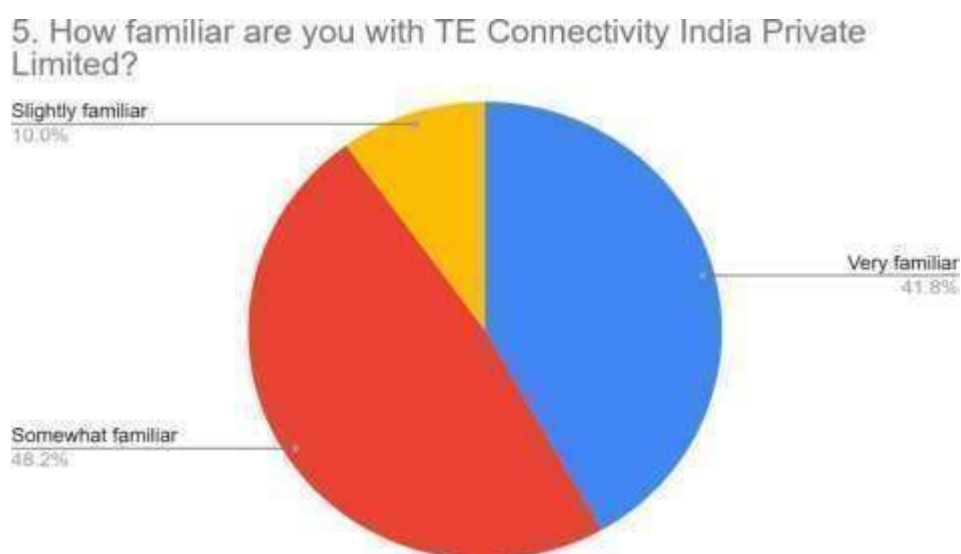


Fig. 4.5 Diagram represents familiarity with the company of respondents

Interpretation: The above table shows the frequency of hospital visits among the respondents. Out of the **60 respondents**, **30 respondents (50.0%)** visit the hospital **occasionally**, **15 respondents (25.0%)** visit **rarely**, **11 respondents (18.3%)** visit **monthly**, and **4 respondents (6.7%)** visit **weekly**. The findings indicate that the majority of respondents visit the hospital occasionally, suggesting that most participants use healthcare services only when required. This provides a relevant basis for assessing Customer Relationship Management (CRM) and international patient coordination service

Table 4.6. Frequency Distribution of Respondents Based on Whether They Were Satisfied with the Overall Coordination Services

Noticed frequency	Frequency	Percentage
Yes	54	90.0%
No	6	10.0%
Total	60	100%

Source: Primary Data

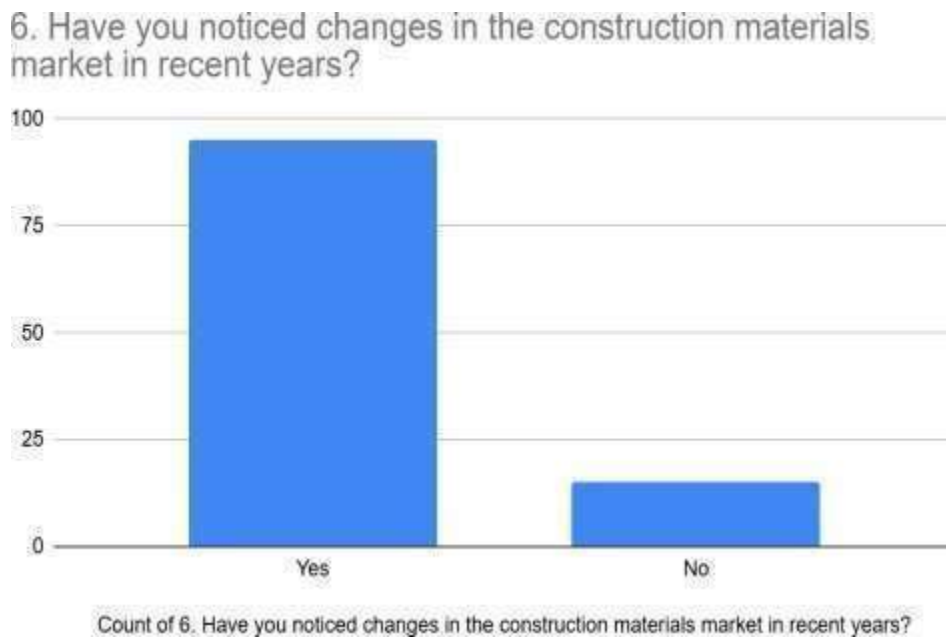


Fig. 4.6 Diagram represents whether the respondents have noticed any changes in the market

Interpretation: The above table indicates the overall satisfaction level of the respondents towards the coordination services provided. From the table, it can be noted that out of the 60 respondents interviewed, 54 respondents (90.0%) were satisfied with the overall coordination service while 6 respondents (10.0%) were not satisfied with the services received. Therefore, from this result, one can conclude that most of the patients interviewed had a positive experience with the organization. Thus, from the result, it can be noted that the Customer Relationship Management practices employed by Expert Chikitsa in dealing with international patients coordination were effective and met the customer's satisfaction expectations.

Table 4.7. Frequency Distribution of Respondents' Rating of the Responsiveness of the Patient Coordination Team

Engagement frequency	Frequency	Percentage
Excellent	18	30.0%
Good	27	45.0%
Average	10	16.7%
Poor	5	8.3%
Total	60	100%

Source: Primary Data

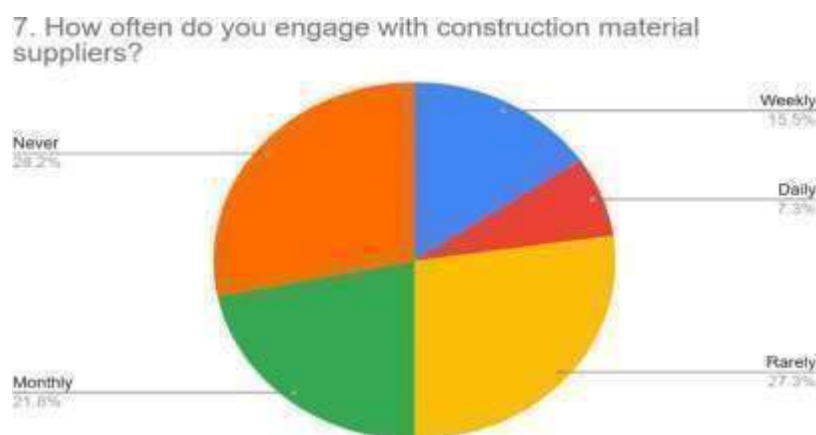


Fig. 4.7 Diagram represents the Distribution of Respondents' Rating of the Responsiveness of the Patient Coordination Team

Interpretation: The above-presented table represents the respondents' evaluation of the promptness of the patient coordination team. Thus, among the 60 participants, 27 respondents (45.0%) marked Good, whereas 18 respondents (30.0%) selected Excellent. In addition, 10 respondents (16.7%) chose Average, while only 5 respondents (8.3%) voted for Poor. Based on the findings, the majority of participants were satisfied with the responsiveness of the patient coordination team, which proved the effectiveness of the implemented Customer Relationship Management strategies, followed by Expert Chikitsa.

Table 4.8. Frequency Distribution of Respondents' Reasons for Choosing Expert Chikitsa

Choice frequency	Frequency	Percentage
Affordable treatment cost	34	56.7%
Quality of medical services	42	70.0%
Experienced doctors	38	63.3%
Effective patient coordination	30	50.0%
Positive reviews and reputation	26	43.3%
Total	(Checkbox)	100%

Source: Primary Data

8. Which factor most influences your choice of construction material supplier?

110 responses

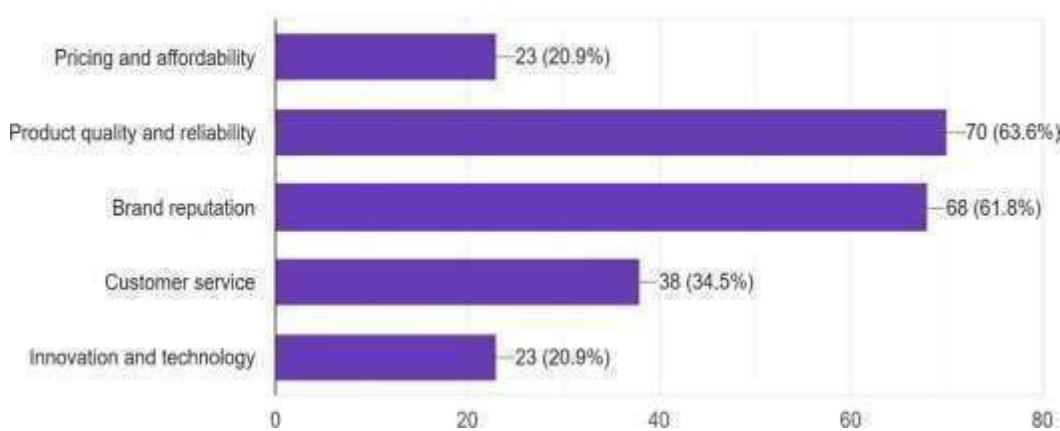


Fig. 4.8 Diagram represents the respondents' choice of construction material supplier

Interpretation: The abovementioned table demonstrates the factors that prompted respondents to choose Expert Chikitsa for international patient coordination services. Since participants could choose more than one option, the total number exceeds 100%. According to the data, the most common reason to select Expert Chikitsa was the quality of medical services (70.0%), followed by the company's doctors' expertise (63.3%). In addition, 56.7% were attracted by the opportunity to obtain affordable treatment, while 50% were drawn by the effective patient coordination services. Finally, positive reviews and reputation were another influential factor for 43.3% of participants. Conclusively, the survey results reveal that clients are primarily motivated by the application's quality and efficient coordination.

Table 4.9. Frequency Distribution of the Importance of Customer Relationship Management (CRM) in International Patient Coordination Services

Market research frequency	Frequency	Percentage
Extremely important	18	30.0%
Very important	27	45.0%
Moderately important	11	18.3%
Slightly important	4	6.7%
Total	60	100%

Source: Primary Data

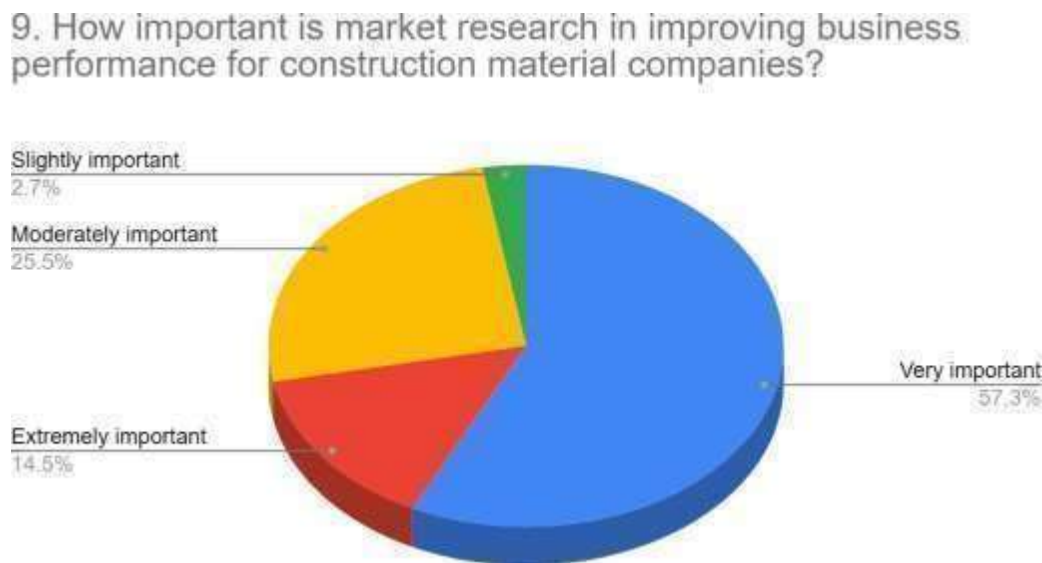


Fig. 4.9 Diagram represents the distribution of the importance of market research for better business performance

Interpretation: The above table shows the respondents' opinion regarding the importance of Customer Relationship Management (CRM) in international patient coordination services. Out of the **60 respondents**, **27 respondents (45.0%)** stated that CRM is **Very Important**, followed by **18 respondents (30.0%)** who considered it **Extremely Important**. Additionally, **11 respondents (18.3%)** felt it was **Moderately Important**, while **4 respondents (6.7%)** viewed it as **Slightly Important**. The findings indicate that the majority of respondents believe CRM plays a significant role in improving communication, patient support, coordination, and overall service quality at Expert Chikitsa.

Table 4.10. Frequency Distribution of the Overall Effectiveness of Customer Relationship Management (CRM)

Growth frequency	Frequency	Percentage
Very high	16	26.7%
High	28	46.7%
Moderate	12	20.0%
Low	4	6.6%
Total	60	100%

Source: Primary Data

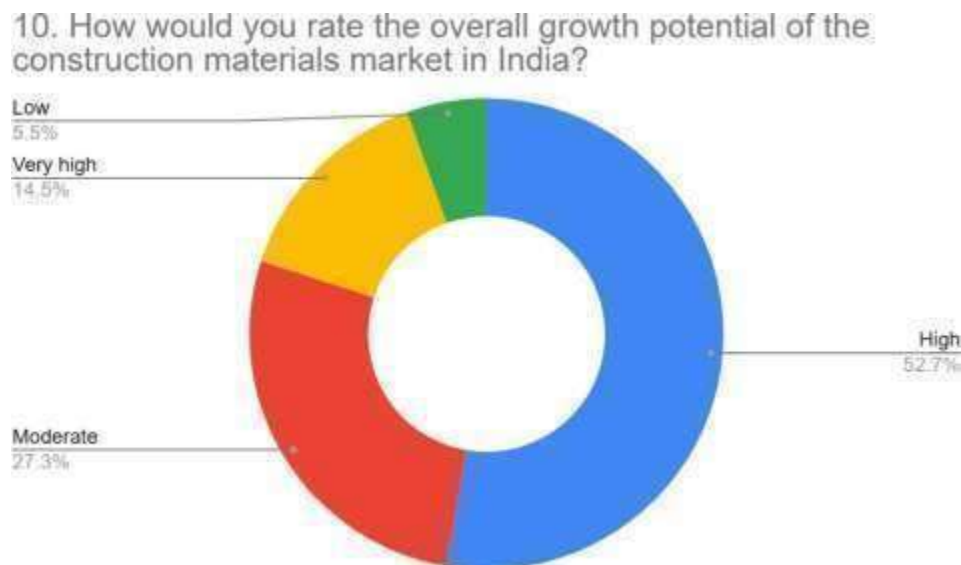


Fig. 4.10 Diagram represents the distribution of the overall growth potential

Interpretation: The above table shows the respondents' view on the general effectiveness of the Customer Relationship Management, practiced by Expert Chikitsa. From the 60 respondents, 28 or 46.7% respondents assessed the effectiveness of the practice as High while 16 or 26.7% evaluated it as Very High. On the other hand, 12 respondents or 20% gave a Moderate assessment, and 4 respondents or 6.6% evaluated it as Low. This implies that most of the respondents view the effectiveness of CRM practices in Expert Chikitsa as High or Very High. It means that communication, cooperation, and support provided to patients are effective hence resulting in customer satisfaction.

Table 4.11. Frequency distribution of respondents who analyze potential market increases the profitability

Analyzing frequency	Frequency	Percentage
Strongly agree	20	33.3%
Agree	26	43.3%
Neutral	10	16.7%
Disagree	4	6.7%
Total	60	100%

Source: Primary Data

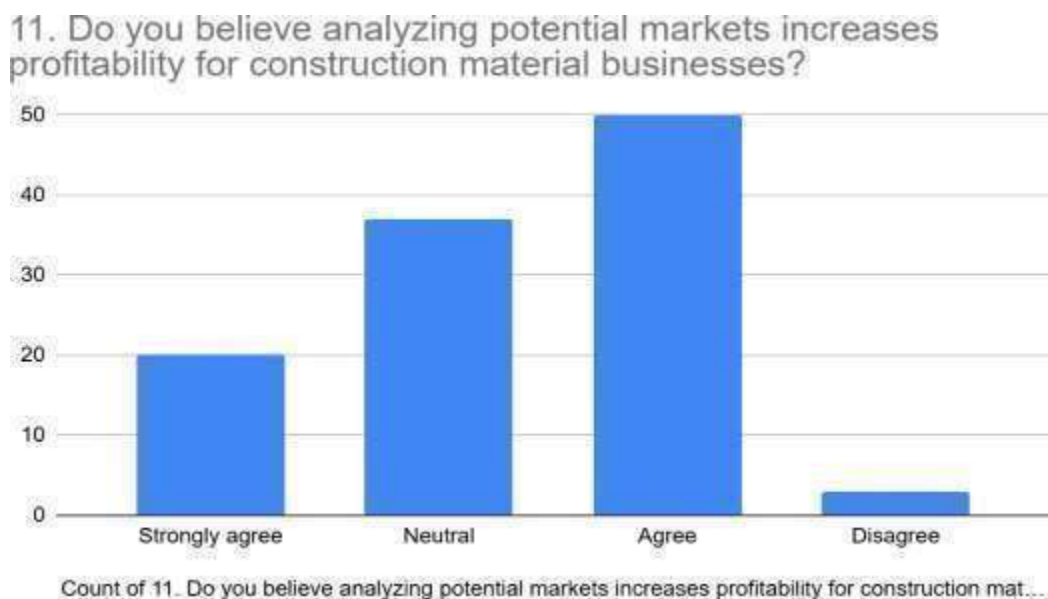


Fig. 4.11 Diagram represents the distribution of respondents who analyze potential market increases the profitability

Interpretation: The above table indicates the respondents' responses towards the statement that Customer Relationship Management (CRM) boosts overall patient coordination. From the table, 26 respondents (43.3%) were in complete agreement with the statement, while 20 respondents (33.3%) strongly agreed. On the contrary, 10 respondents (16.7%) had a neutral opinion on the matter. In addition, 4 respondents (6.7%) disagreed with the statement. It was evident from the results that majority of the respondents believed that the effective implementation of CRM practices enhances the provision of international patient coordination and management services.

Table 4.12. Frequency Distribution of Challenges Faced by Respondents During International Patient Coordination

challenges	Frequency	Percentage
Communication barriers	18	30.0%
Delay in response or follow-up	24	40.0%
Difficulty in appointment scheduling	15	25.0%
Language and cultural differences	21	35.0%
Documentation and visa-related issues	12	20.0%
Total	(Checkbox)	100%

Source: Primary Data

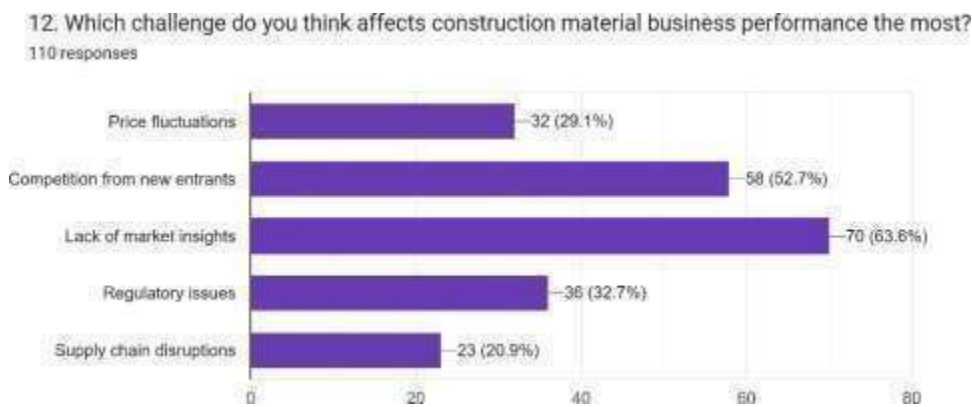


Fig. 4.12 Diagram represents the distribution challenges that affect the construction material business performance

Interpretation: The above chart illustrates the difficulties encountered by respondents while utilizing international patient coordination. Since respondents had an option to select multiple options, the percentage adds up to more than one hundred percent. From the figures, the primary problems respondents identified include delayed response or follow-up (40%), language and cultural barriers (35%), communication challenges (30%), hard time scheduling appointments (25%), and documentation and visa issues (20%). These insights will help improve communication and follow-up mechanisms to boost CRM and international patient coordination at Expert Chikitsa.

Table 4.13. Frequency distribution of reviewing the competitors' performance

Reviewing frequency	Frequency	Percentage
Always	18	30.0%
Sometimes	24	40.0%
Often	13	21.7%
Rarely	5	8.3%
Total	60	100%

Source: Primary Data

13. How often do you review competitor performance before making business decisions?



Fig. 4.13 Diagram represents the distribution of reviewing the competitors' performance

Interpretation: The above chart can be used to identify the respondents' perspective on the timeliness of the follow-up provided by the patient coordination team. Thus, 24 out of 60 respondents (40%) indicated that the team often provides timely follow-up, whereas 18 out of 60 respondents (30%) chose always. Furthermore, 13 out of 60 respondents (21.7%) said sometimes, while 5 out of 60 respondents (8.3%) chose rarely. In general, the majority of the participants were satisfied with the organization's follow-up services, which is explained by the effective Customer Relationship Management strategy implemented by Expert Chikitsa to ensure continuous communication with the international patients.

Table 4.14. Frequency distribution of respondents who feel that TE Connectivity understood potential market opportunities

Understanding of patient needs	Frequency	Percentage
Highly effective	15	25.0%
Effective	29	48.3%
Neutral	12	20.0%
Ineffective	4	6.7%
Total	60	100%

Source: Primary Data

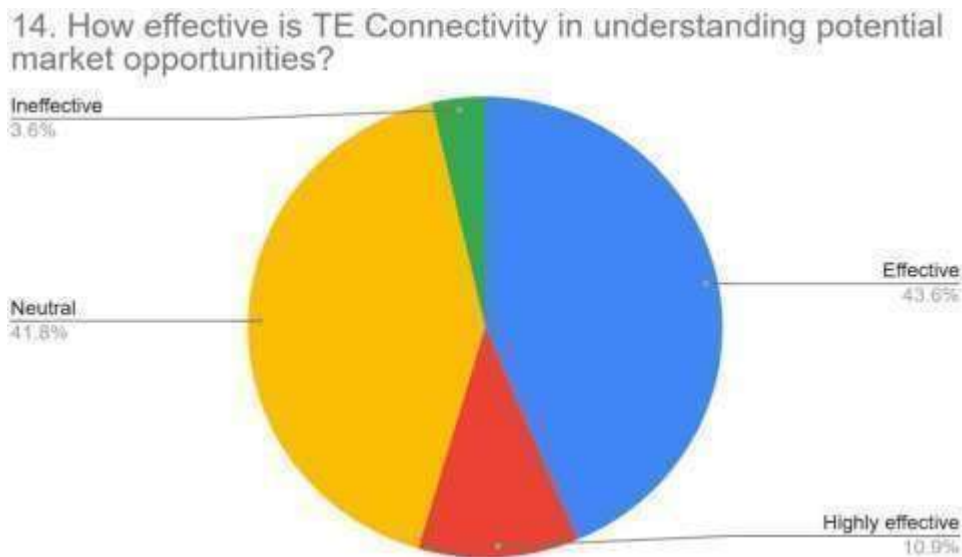


Fig. 4.14 Diagram represents the respondents who feel that TE Connectivity understood potential market opportunities

Interpretation: The above table shows the respondent's viewpoint concerning how well Expert Chikitsa understands and addresses each individual's healthcare needs. From the results, 29 out of 60 participants (48.3%) selected the option of Effective whereas 15 out of 60 participants (25%) chose Highly Effective. On the other hand, 12 out of 60 participants (20%) selected Neutral to signify that Expert Chikitsa does not comprehend and coordinate effectively with each individual's needs, while 4 out of 60 participants (6.7%) chose Ineffective. The results demonstrate that most participants believe that Expert Chikitsa has effective CRM practices in managing healthcare coordination services, which meet patients' expectations.

Table 4.15. Frequency Distribution of Respondents' Suggestions for Improving International Patient Coordination Services

Improvement frequency	Frequency	Percentage
Faster response and follow-up	34	56.7%
Better communication with patients	39	65.0%
Improved appointment scheduling	28	46.7%
Enhanced post-treatment support	25	41.7%
Better documentation and visa assistance	19	31.7%
Total	(Checkbox)	100%

Source: Primary Data

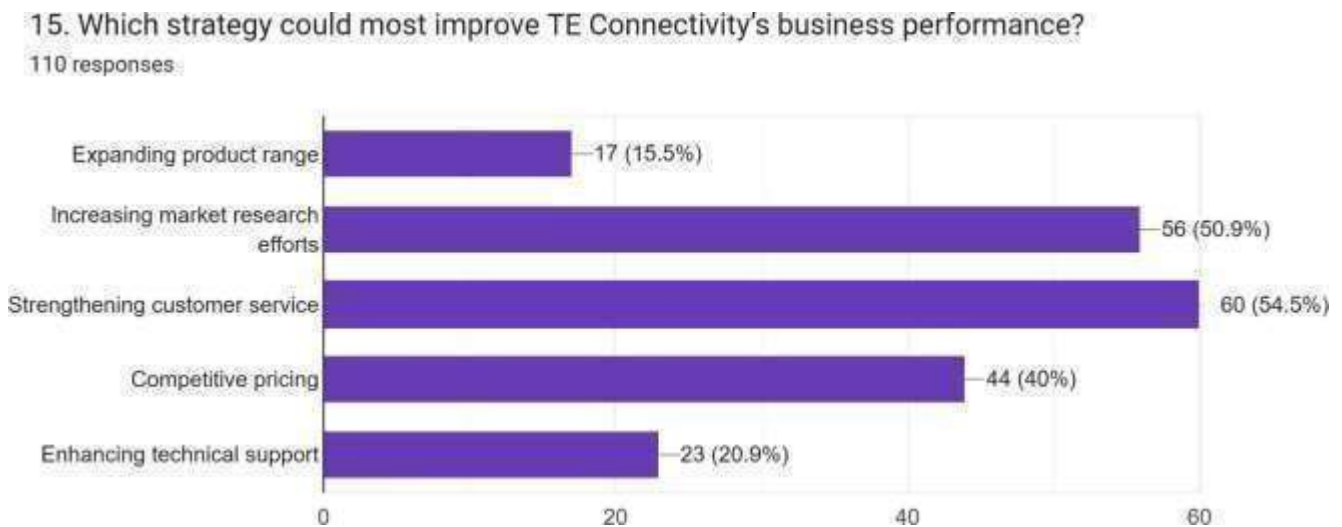


Fig. 4.15 Diagram represents the distribution of TE Connectivity's improvement in business performance

Interpretation:. The table above contains the respondents' suggestions for improving international patient coordination service. It should also be noted that multiple choices were permitted; thus, there is a possibility for the sum of responses to exceed the total number of participants. The most common suggestions included better communication with patients (65.0%), faster response and follow-up (56.7%), better scheduling of appointments (46.7%), improved post-treatment support (41.7%), and enhanced documentation and visa support (31.7%). The respondents have pointed to the need for improved coordination as well as communication services and better treatment-related support which, in turn, could be used for improving the CRM strategy for Expert Chikitsa.

Table 4.16. Frequency Distribution of Factors That Improve International Patient Coordination Services

Impact factor	Frequency	Percentage
Effective communication with patients	42	70.0%
Timely follow-up and support	38	63.3%
Easy appointment scheduling	31	51.7%
Assistance with travel and documentation	24	40.0%
Personalized patient care	20	33.3%
Total	(Checkbox)	100%

Source: Primary Data

16. Which emerging trend is most likely to impact the construction materials market in India?

110 responses

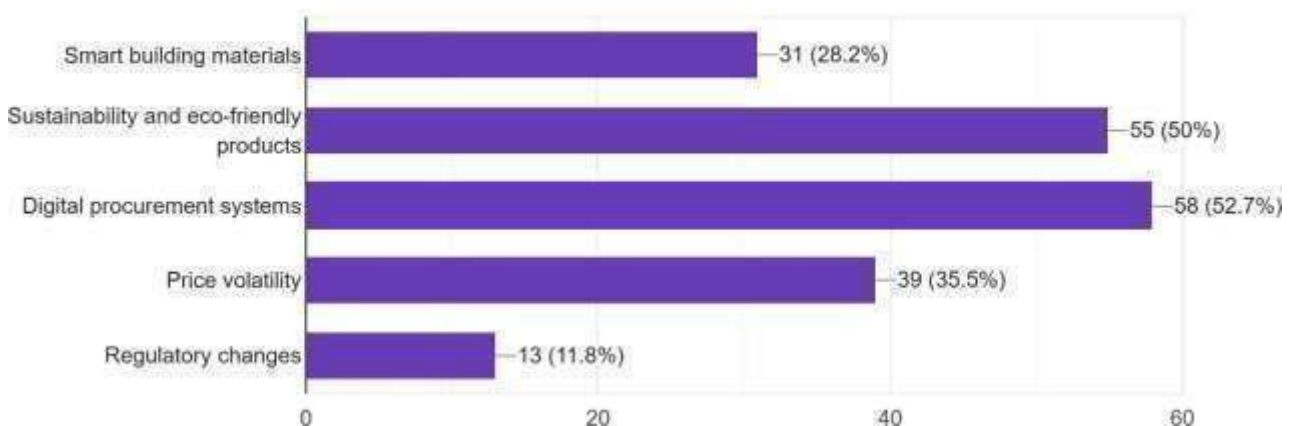


Fig. 4.16 Diagram represents the distribution of emerging trends that may impact the construction materials market in India

Interpretation: The table above represents the factors which have the largest effect on improving the international patient coordination services identified by the respondents. Notably, the respondents could choose more than one option, which explains why the percentage sums up to more than 100% in the results. Thus, based on the data provided, the most common factors were effective communication with patients (70.0%), timely follow-up and support (63.3%), convenient arrangement of appointments (51.7%), assistance with travel and documents (40.0%), and personalized patient care (33.3%). It can be concluded that the majority of the participants emphasized the importance of communication and support as the key components of Customer Relationship Management, which improves patient coordination and satisfaction.

Table 4.17. Frequency distribution of respondents' rating of TE Connectivity's competitiveness

Rating frequency	Frequency	Percentage
1 (Excellent)	12	20.0%
2	26	43.3%
3	17	28.3%
4	5	8.4%
Total	60	100%

Source: Primary Data

17. How would you rate TE Connectivity's competitiveness compared to other construction material companies in India?

110 responses

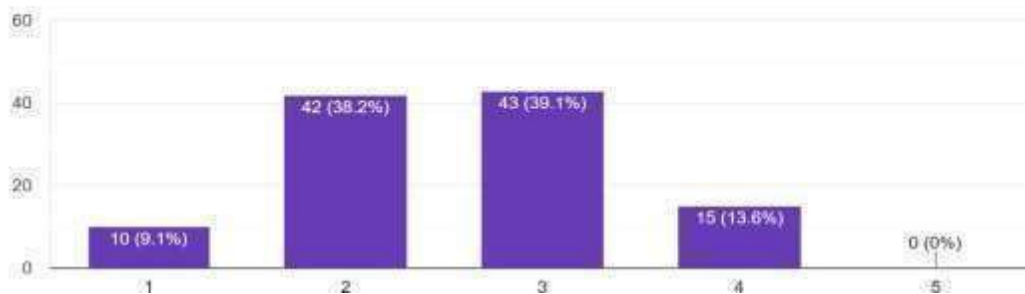


Fig. 4.17 Diagram represents the distribution of respondents' ratings of TE Connectivity's competitiveness

Interpretation: The above table is the respondent's evaluation of the Customer Relationship Management services offered by Expert Chikitsa. Amongst the 60 respondents, 26 respondents scored the Customer Relationship Management services offered by Expert Chikitsa as 2 and were therefore moderately satisfied with the above services. 17 respondents scored the services as 3 and were therefore satisfied with the services offered. 12 respondents scored the services as 1 and were extremely satisfied with the services offered in the survey. 5 respondents scored the services as 4 which was the lowest possible score, and were therefore dissatisfied with the services offered. The evaluation scores prove beyond doubt that most respondents who participated in the survey were satisfied with the overall performance of Expert Chikitsa in managing their patients' relationships.

Table 4.18. Frequency Distribution of Respondents' Opinion on Expert Chikitsa's Adaptation to Patient Needs

Adaptation frequency	Frequency	Percentage
Very well	14	23.3%
Well	27	45.0%
Neutral	15	25.0%
Poorly	4	6.7%
Total	60	100%

Source: Primary Data

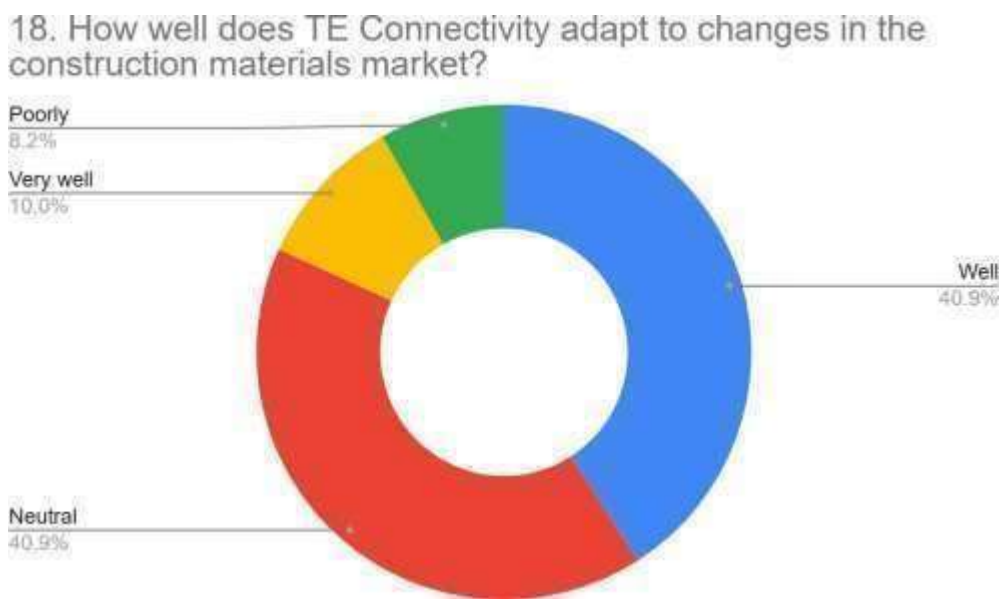


Fig. 4.18 Diagram represents the distribution of TE Connectivity's adaptation to the changes

Interpretation: The results provided in the table above represent the respondents' evaluation of the organization's ability to adapt to the changing requirements and expectations of international patients. Of the 60 participants, 27 respondents (45.0%) indicated that the organization adapts to patients' needs Well, while 14 respondents (23.3%) selected the option of Very Well. Moreover, 15 respondents (25.0%) selected Neutral, whereas 4 respondents (6.7%) opted for Poorly. The results can be considered positive as they suggest that most participants believe that Expert Chikitsa is highly adaptive and integrates CRM effectively to meet patients' expectations and improve their overall experience.

Table 4.19. Frequency Distribution of Respondents' Opinion on the Long-Term Effectiveness of CRM at Expert Chikitsa

Growth frequency	Frequency	Percentage
Very likely	16	26.7%
Likely	29	48.3%
Neutral	11	18.3%
Unlikely	4	6.7%
Total	60	100%

Source: Primary Data

19. How likely do you think TE Connectivity is to maintain long-term growth in the Indian market?

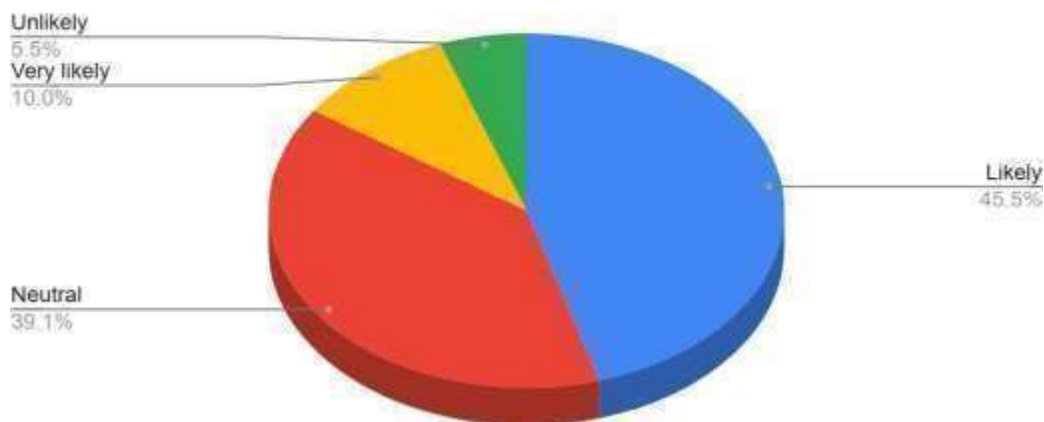


Fig. 4.19 Diagram represents the distribution where the company maintains long-term growth

Interpretation: According to the data, most respondents tended to be cautiously optimistic about the company's continued growth trajectory. The above table presents the respondent feedback on Experts Chikitsa's long-term success in terms of customer relationship management practices. It can be seen from the data that out of the 60 respondents, 29 of them, i.e., 48.3%, believed that Experts Chikitsa is Likely to maintain long-term customer satisfaction. On the other hand, 16 respondents (26.7%), believed that the organization is Very Likely to achieve this. Furthermore, 11 respondents (18.3%) were Neutral about this, while 4 respondents (6.7%) believed that Experts Chikitsa is Unlikely to accomplish this. The majority of respondents expressed optimism about Expert Chikitsa's future in relation to maintaining long-term customer satisfaction and providing high-quality international patient coordination services.

Table 4.20. Frequency Distribution of Respondents' Likelihood of Recommending Expert Chikitsa

Recommendation frequency	Frequency	Percentage
1	2	3.3%
2	4	6.7%
3	12	20.0%
4	25	41.7%
5	17	28.3%
Total	60	100%

Source: Primary Data

20. How likely are you to recommend TE Connectivity's products to others?
110 responses

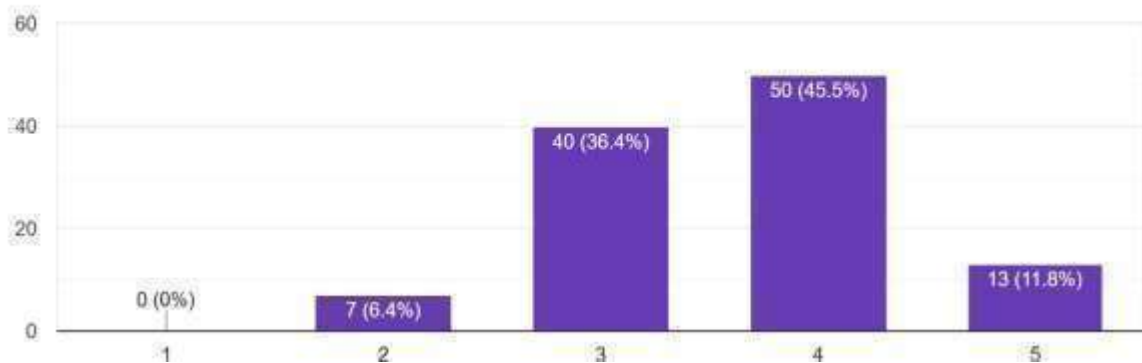


Fig. 4.20 Diagram represents the distribution of the respondents' recommendations for the company

Interpretation: The majority of respondents had a favourable opinion of the business overall, according to the data, and were likely to suggest it to others. The above table shows the respondents' likelihood of recommending Expert Chikitsa to others. Out of the **60 respondents**, **25 respondents (41.7%)** gave a rating of **4**, followed by **17 respondents (28.3%)** who gave the highest rating of **5**. Additionally, **12 respondents (20.0%)** rated **3**, while **4 respondents (6.7%)** and **2 respondents (3.3%)** gave ratings of **2** and **1**, respectively. The findings indicate that the majority of respondents are willing to recommend Expert Chikitsa to others, reflecting a high level of satisfaction with its Customer Relationship Management (CRM) practices and international patient coordination services.

CHAPTER V

FINDINGS, SUGGESTIONS AND

CONCLUSION

CHAPTER V

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- **High Value of Market Research:** Most respondents concurred that market research had a significant impact on company performance in the building materials industry.
- **Knowledge of TE Connectivity:** A large number of respondents acknowledged TE Connectivity as a reputable and quality-focused Indian corporation.
- **Customer Priorities:** The top three factors influencing consumers' decisions to buy were price, product quality, and brand reputation.
- **The role of customer service is secondary,** although it was acknowledged that technical support and customer service play a significant role in influencing supplier loyalty.
- **Distribution Issues:** According to the respondents, TE Connectivity has a good brand but a small market reach in some areas, particularly in Tier-2 and Tier-3 markets.
- **Benefits of Market Analysis:** Businesses that regularly use market analysis techniques have seen increases in sales, forecasting, and strategic planning.
- **Competitor Awareness:** One of the most crucial aspects of market research, competitor analysis affects price and product positioning.
- **Emerging Trends:** The most significant future trends were determined to be digital procurement systems, smart building materials, and sustainability.
- **Innovation Perception:** TE Connectivity was viewed as an innovative brand, particularly in the areas of industrial solutions, sensors, and connectors, but not so much in low-cost goods designed for the construction industry.
- **Customer pleasure:** Although some respondents thought TE Connectivity's prices were higher than those of its regional rivals, others expressed pleasure with the company's product quality and dependability.
- **Brand Loyalty:** Although price-conscious consumers frequently switch to competitors, current customers shown a strong commitment to TE Connectivity.
- **Factors Influencing Decisions** Economic conditions, competitive benchmarking, and developments in customer demand were found to be important considerations in company decision-making.

- **Regulatory Factors:** The performance of the construction material sector was thought to be moderately but significantly impacted by regulatory developments in India.
- **Risk factors:** The respondents cited supply chain interruptions, fierce rivalry, and changes in raw material prices as the main threats.
- **Growth Potential:** Businesses like TE Connectivity saw prospects in the Indian construction material business, which was seen to have very high growth potential.
- **Marketing Gaps:** In order to raise awareness of its building material options, respondents recommended that TE Connectivity enhance its marketing and promotional efforts.
- **Technical Support:** Although TE Connectivity offers excellent technical support, some clients thought that more proactive after-sales care might be provided.
- **Strategic Opportunities:** TE Connectivity's entry into smart infrastructure and renewable energy projects was noted as a major area for growth.
- **Overall Market Position:** TE Connectivity is regarded as a quality-focused, inventive, and internationally renowned business; yet, in order to optimize performance in India, it requires more market penetration, competitive pricing, and more robust regional strategies.

5.2 SUGGESTIONS

- **Adopt Regular Market Research:** In order to make better decisions, TE Connectivity should implement a systematic and ongoing approach to market research in order to comprehend shifting consumer demands, rival tactics, and industry trends.
- **Boost Regional Presence:** The business should increase its footprint in Tier-2 and Tier-3 cities, where building is increasing but brand awareness and distribution are still scarce.
- **Introduce variable Pricing Models:** To stay competitive against regional and international businesses, TE Connectivity should take into account variable pricing strategies that strike a mix between premium quality and affordability.
- **Emphasis on Sustainable Products:** The business may meet the rising demand for green and ecologically conscious activities by making investments in sustainable and eco-friendly building materials.
- **Improve Product Diversification:** In addition to its current line of high-end industrial goods, TE Connectivity could expand its product line to include affordable construction-specific solutions.

- **Boost Brand Visibility:** To increase awareness in the Indian construction sector, the company can step up its marketing initiatives through trade shows, internet advertising, and promotional events.
- **Improve After-Sales Service:** The business can increase customer loyalty and trust by providing better after-sales support, such as quicker response times and technical assistance.
- **Customer Engagement Programs:** In order to better understand the demands of its clients, TE Connectivity should implement structured customer engagement programs like workshops, loyalty programs, and frequent feedback systems.
- **Leverage Technology and Analytics:** To estimate demand and spot new opportunities, the business should employ cutting-edge technologies like artificial intelligence, data analytics, and predictive models.
- **Strengthen Distribution Network:** By working with regional distributors, contractors, and retailers, TE Connectivity can increase its market reach and guarantee quick product availability.
- **Engage in Research and Development (R&D):** By continuing to engage in R&D, TE Connectivity will be able to develop creative, affordable, and locally relevant solutions that are appropriate for the Indian market.
- **Form Strategic Alliances:** The company can increase its market access and reputation by partnering with government infrastructure projects, construction companies, and industry stakeholders.
- **Training and Skill Development:** The company's customer-focused strategy will be strengthened by regularly offering sales teams and staff training on technical expertise, customer service, and market analysis.
- **Enter Emerging Segments:** In order to increase its clientele, TE Connectivity should aggressively pursue high-growth industries, including industrial automation, smart infrastructure, and renewable energy.
- **Competitive Benchmarking:** TE Connectivity can maintain its competitiveness in a changing market by routinely comparing its offerings, costs, and tactics to those of its rivals.
- **Encourage Innovation:** To set itself apart from competitors, the business could emphasize in marketing campaigns its unique capabilities, such as sophisticated connectors, sensors, and intelligent solutions.

- **Boost Supply Chain Efficiency:** TE Connectivity can save costs, increase dependability, and decrease delivery delays by implementing lean methods and digital supply chain technologies.
- **Localized Solutions:** The business should modify its product line to accommodate the demands and financial constraints of various regional markets, particularly those that are sensitive to price.
- **Government and Policy Alignment:** TE Connectivity will be better able to seize possibilities in infrastructure development projects if it remains in line with legislative changes and government-led construction programs.
- **Customer-Centric Approach:** Lastly, TE Connectivity ought to shift from a strategy that is solely focused on products to one that is customer-centric, that prioritizes value creation, customer satisfaction, and enduring partnerships.

CONCLUSION

According to the study, market analysis is essential for boosting company expansion and competitiveness. The results indicate that by utilizing its advantages in product quality, innovation, and international experience, TE Connectivity has a great chance to solidify its place in the Indian building materials market. But the study also identifies problems including rising competition, cost pressures, and shifting consumer expectations, all of which force the business to implement flexible tactics. It is clear that supply chain effectiveness, customer satisfaction, and sales success can all be directly enhanced by knowing competitive benchmarks, customer needs, and developing market trends.

The result also highlights that in order to reach unexplored areas, TE Connectivity should prioritize customer-centric strategies, locally relevant product offers, and a more robust regional presence. The business will also be able to better align with government-led infrastructure projects and global trends by investing in digital technologies, sustainable solutions, and strategic alliances. According to the study's overall findings, TE Connectivity may improve its building material business performance and gain a sustained competitive advantage in the dynamic Indian market by using potential market analysis as a strategic necessity rather than only a supporting role.

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4. Annual report of TE Connectivity Pvt Ltd. 2021-2022
5. Annual report of TE Connectivity Pvt Ltd. 2020-2021

ANNEXURE

ANNEXURE QUESTIONNAIRE

“A Study on the Impact of Potential Market Analysis of Construction Materials Business Performance with reference to TE Connectivity India Private Limited”.

I am conducting a research project to understand the impact of potential market analysis on the business performance of construction material companies, specifically with reference to TE Connectivity India Private Limited. Your insights will help analyse market trends, identify growth opportunities, and understand business strategies in this sector.

The survey will take approximately 5–10 minutes. All responses will be confidential and used only for academic purposes.

Thank you for your valuable time and support.

1. Gender

- a) Male
- b) Female

2. Age

- a) Below 25
- b) 26 - 35
- c) 36 - 45
- d) 46 - 55
- e) 56 and above

3. Occupation / Job Role

4. Experience in Construction/Material Industry (in years)

- a) Less than 1 year
- b) 1 - 3 years
- c) 4 - 6 years
- d) 7 - 10 years
- e) More than 10 years

5. How familiar are you with TE Connectivity India Private Limited?

- a) Very familiar
- b) Somewhat familiar
- c) Slightly familiar
- d) Not at all familiar

6. Have you noticed changes in the construction materials market in recent years?

- a) Yes
- b) No

7. How often do you engage with construction material suppliers?

- a) Daily
- b) Weekly
- c) Monthly
- d) Rarely
- e) Never

8. Which factor most influences your choice of construction material supplier?

- a) Pricing and affordability
- b) Product quality and reliability
- c) Brand reputation
- d) Customer service
- e) Innovation and technology

9. How important is market research in improving business performance for construction materials companies?

- a) Extremely important
- b) Very important
- c) Moderately important
- d) Slightly important
- e) Not important

10. How would you rate the overall growth potential of the construction materials market in India?

- a) Very high
- b) High
- c) Moderate
- d) Low
- e) Very low

11. Do you believe analysing potential markets increases profitability for construction material businesses?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

12. Which challenge do you think affects the construction material business performance the most?

- a) Price fluctuations
- b) Competition from new entrants
- c) Lack of market insights
- d) Regulatory issues
- e) Supply chain disruptions

13. How often do you review competitor performance before making business decisions?

- a) Always
- b) Often
- c) Sometimes
- d) Rarely
- e) Never

14. How effective is TE Connectivity in understanding potential market opportunities?

- a) Highly effective
- b) Effective
- c) Neutral
- d) Ineffective
- e) Highly ineffective

15. Which strategy could most improve TE Connectivity's business performance?

- a) Expanding product range
- b) Increasing market research efforts
- c) Strengthening customer service
- d) Competitive pricing
- e) Enhancing technical support

16. Which emerging trend is most likely to impact the construction materials market in India?

- a) Smart building materials
- b) Sustainability and eco-friendly products
- c) Digital procurement systems
- d) Price volatility
- e) Regulatory changes

17. How would you rate TE Connectivity's competitiveness compared to other construction material companies in India?

Highly competitive

- a) 1
- b) 2
- c) 3
- d) 4
- e) 5

Not competitive at all

18. How well does TE Connectivity adapt to changes in the construction materials market?

- a) Very well
- b) Well
- c) Neutral
- d) Poorly
- e) Very poorly

19. How likely do you think TE Connectivity is to maintain long-term growth in the Indian market?

- a) Very likely
- b) Likely
- c) Neutral
- d) Unlikely
- e) Very unlikely

20. How likely are you to recommend TE Connectivity's products to others?

- a) 1
- b) 2
- c) 3
- d) 4
- e) 5