

Impact Of Work Fromhomeon Customer Relationship Management Employees Frome- Commerce Organization With Respect To Health And Productivity

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ABSTRACT

Work-from-home is a trend that has grown enormously over the past decades in today's day age. However, it has often been seen as detrimental to employees' productivity and even mental health. The research has been conducted with an aim of finding out whether the employees with a work-from-home pattern had any positive or adverse effect on productivity and health. The study also brings out the benefits for employees following the work-from-home pattern. The study has confirmed the geography of India.

As Customer Relationship Management (CRM) employees have to focus on the customer satisfaction more to have loyal customers to the e-commerce business they are expected to work as per the guidelines given by that e-commerce company. These e-commerce companies delegate CRM employees with specific targets to be completed on a daily or weekly basis. Sometimes these targets can put extreme pressure on the employees as they even have to extend their working hours and end up doing overtime to accomplish those targets so that their work performance is maintained.

KEYWORDS: CRM, Work-from-home, E-commerce

INTRODUCTION

Customer relationship management (CRM) software is used to manage customer relationships and track customer data. These systems can help businesses improve customer service, manage relationships with customers, and track their interactions with customers. CRM systems can be beneficial for both small and large businesses and are commonly used by a wide variety of industries.

CRM systems are designed to help organizations manage customer data, communications and interactions. These systems are designed to improve the efficiency and effectiveness of customer-facing teams and reduce operational costs. For e-commerce businesses, a CRM system offers an effective way to track customer communications and provide important information to customer service agents. With today's rising customer expectations and shorter product life cycles, e-commerce organizations are implementing CRM strategies to manage customer data, improve customer service and increase sales.

Customer Relationship Management (CRM) systems are used by companies to organize and manage customer data and other business information. CRM systems are integrated with a company's other databases to provide a comprehensive view of customer information and help staff identify promising sales leads. They also provide companies with important information about their customers, including their buying habits and preferences.

The rise of e-commerce has been a defining feature of the post-industrial age, but the industry has seen a particular surge during the COVID-19 pandemic. As a result, a larger portion of e-commerce employees are now “working from home”. This has enabled business to keep operations online, but it has also brought about numerous challenges for CRM employees ‘a crucial part of any e-commerce operation’, as they have to adapt to new environment and work routine.

In today's modern world, more and more companies are considering the use of teleconferencing, remote work and video conferencing technology to optimize their employee performance. The term "work from home (WFH)" is increasing in popularity with more businesses realizing how it can benefit their organization. When employees work from home, they feel less pressure at work because they are not sandwiched in between two desks or crammed into a cubicle. Instead, they are able to get a better quality of life.

The purpose was to explore, understand and analyse the potential benefits and challenges that an employee has, when they WFH. By understanding their lifestyle and their workstyle, their role and importance in the e-commerce organization. What's true for the individual e-commerce employee can also have a significant impact on a company's overall profitability. The research was intended to determine what impact working from home has on CRM employees of E-commerce organizations with respect to their health and productivity.

Work at home jobs can be beneficial for many individuals, but sometimes they don't take full advantage of them. Due to the fact that most companies have an indoor office, it is hard for employees to utilize their time effectively by staying at home. However, this does not mean that workers should be discouraged from working from home, because there are some benefits to working from home in addition to a few challenges.

Literature Review

Fara Haron(June 11, 2020)

In an era where employees are increasingly working remotely, organizations are forced to change business processes and policies. Call centres have been particularly hard hit by this trend, as they need to ensure customers have access to service 24/7 while keeping in mind the unique challenges of balancing work life with home life.

Anna Gorina(January 19, 2022)

The increasing use of technology is also making it easier for customers to reach companies. With more touchpoints or goals as such, however, comes more complexity. A remote worker cannot afford to leave chat support in the middle and ask the customer to call a customer service representative, who will then direct the call to another senior representative for answers. To avoid this, there should be distinct processes for each type of customer request. Moreover, companies should have clear-cut guidelines or policies for handling any query at its first touchpoint and encourage all remote workers to adhere to them.

Jeremy Boudinet(April 8, 2020)

A recent study revealed that many employees struggle to disconnect when working from home. It's easy to shut down your computer when you see your other fellow office workers start to pack up to call it a day, but when you're at home, those cues don't exist, which also makes it hard to balance the work life and the personal life.

Shayna Waltower (September 02, 2022)

Working from home can be a good way to increase productivity and reduce office distractions. But a new study found that many employees work even longer hours from home than at the office. Forty percent of people who work from home have longer working hours than if they were in an office, according to National Bureau of Economic Research data cited by NPR. And this extra time adds up over the course of a year: For full-time employees, it could mean more than 193 additional working hours in a year.

Smita Nag (January 03, 2022)

Distractions at home can be just as disruptive as office distractions. The home comprises of family members and it is natural that there will be disturbances. You can inform your family members to hold off discussions for post-work hours, lock the door to your workspace or even use noise-cancelling earphones to keep noises at bay.

Wesley Chai, Tim Ehrens, Karolina Kiwak

Achieving a single view of the customer can be a difficult task, but it is necessary for companies to ensure a positive customer experience. To get the most out of customer data, companies should strive to ensure that their systems are connected, organized, and up-to-date. This can include creating a single dashboard or interface to organize customer data and making sure that duplicate information is removed and data is regularly updated. This can help to reduce wait times during customer calls and ensure technical support cases are handled correctly. By taking the time to properly organize and maintain customer data, companies can ensure a positive customer experience.

Abhishek Sawant

CRM (customer relationship management) is an extremely useful tool for e-commerce organizations. It helps them understand their audience more deeply by compiling data like purchase history, demographics, and keyword patterns. This valuable information can help E-commerce organizations to better manage their audience and improve their experience with their business. For example, they can use the data to create personalized offers that are tailored to their customers' needs or send out targeted emails to boost customer loyalty. CRM also helps e-commerce organizations better identify potential customers, as well as build better relationships with existing ones. Ultimately, using CRM can help e-commerce organizations increase customer satisfaction and grow their business.

Objectives

- To evaluate and analyse the changed E-commerce scenarios: Past & Present.
- To evaluate the role of Customer Relationship Management (CRM) for an E-commerce Organization.

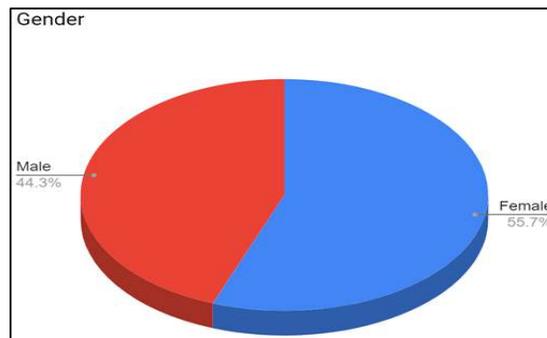
To evaluate the impact of Work from Home (WFH) on CRM employees from E-commerce Organization with respect to health and productivity.

Research Methodology

A survey was conducted to examine the impact of working-from-home on employees' role performance, satisfaction and productivity levels. The sample size included around **70** respondents exclusively from CRM field, who were asked questions about their experience with working-from-home pattern and their overall satisfaction level with the

same. The survey was distributed to these CRM employees who are working from home via internet portal. To explicitly describe the inquiry, the investigation employed a qualitative research method and a descriptive design. The main source of data gathering was the poll form, while supplementary data could come from a variety of sources including official reports, blogs and articles. The data was examined in an Excel sheet using pie charts after being collected via online questionnaires using Google Forms. Overall, the results of this research cast valuable light on the impact of WFH on CRM employees from E-commerce Organization w.r.t. health and productivity.

Data Interpretations



INTERPRETATION

Out of 70 respondents, 44.3% are males and 55.7% are females. This data represents that there is a majority of female employees in CRM for WFH pattern than male employees.

The research sample is female-dominant.



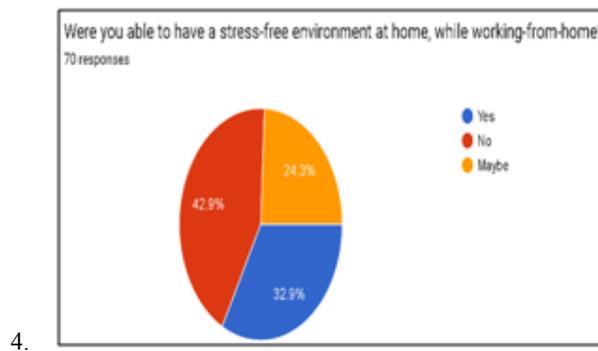
INTERPRETATION:

- 1. 15.7% i.e., 11 respondents said that they were not sure if they were able to maintain their eating schedules or not, while WFH.
- 2. 34.3% i.e., 24 respondents said that they were able to maintain their eating schedules, while WFH.
- 3. 50.0% i.e., 35 respondents said that they were not able to maintain their eating schedules, while WFH.



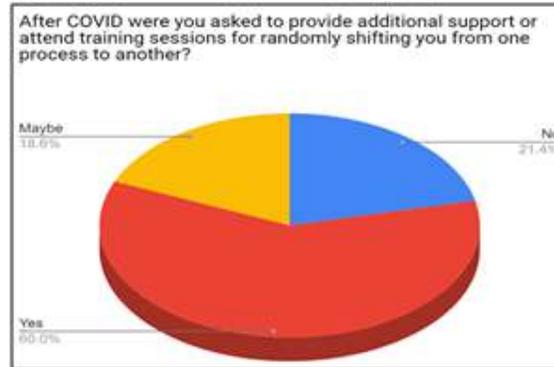
INTERPRETATION:

1. 24.3% i.e., 17 respondents said that they were not sure if they were able to achieve the targets assigned to you without working overtime or not.
2. 42.9% i.e., 30 respondents said that they were able to achieve the targets assigned to you without working overtime.
3. 32.9% i.e., 23 respondents said that they were not able to achieve the targets assigned to you without working overtime.



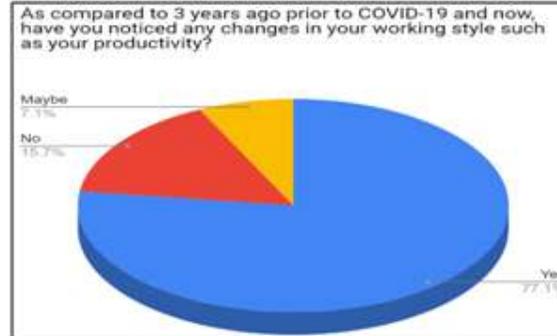
INTERPRETATION:

- 1. 24.3% i.e., 17 respondents said that they were not sure if they were able to have a stress-free environment or not at home, while WFH.
- 2. 32.9% i.e., 23 respondents said that they were able to have a stress-free environment at home, while WFH.
- 3. 42.9% i.e., 30 respondents said that they were not able to have a stress-free environment at home, while WFH.



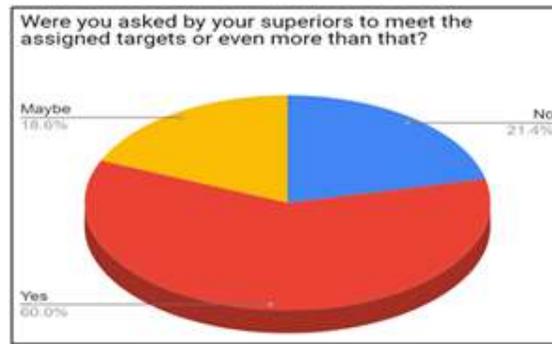
INTERPRETATION:

- 1. 18.6% i.e., 13 respondents said that they were not sure if they were asked to provide additional support or attend training sessions for randomly shifting them from one process to another or not, after COVID-19.
- 2. 60.0% i.e., 42 respondents said that they were asked to provide additional support or attend training sessions for randomly shifting them from one process to another, after COVID-19.
- 3. 21.4% i.e., 15 respondents said that they were not asked to provide additional support or attend training sessions for randomly shifting them from one process to another, after COVID-19.



INTERPRETATION:

- 1. 7.1% i.e., 05 respondents said that they were not sure if they've noticed any changes in their working style such as their productivity as compared to 3 years ago prior to COVID-19 and now.
- 2. 77.1% i.e., 54 respondents said that they've noticed changes in their working style such as their productivity as compared to 3 years ago prior to COVID-19 and now.
- 3. 15.7% i.e., 11 respondents said that they've not noticed changes in their working style such as their productivity as compared to 3 years ago prior to COVID-19 and now.



INTERPRETATION:

- 1. 18.6% i.e., 13 respondents said that they were not sure if they were asked by their superiors or not, to meet the assigned targets or try to do even more than that.
- 2. 60.0% i.e., 42 respondents said that they were asked by their superiors to meet the assigned targets or try to do even more than that.
- 3. 21.4% i.e., 15 respondents said that they were not asked by their superiors to meet the assigned targets or try to do even more than that.

Key Findings

1. Through this research study of 'Impact of Work from Home for Customer Relationship Management employees from E-commerce Organizations with respect to health and productivity', it revealed that CRM employees under the WFH pattern were facing health issues.
2. These employees were not able to maintain their eating schedules which can be considered the main factor in their health issues.
3. Because of the chaos that every household has they were not able to focus on their work affecting their performance as well.
4. Due to increasing targets assigned to CRM employees by their superiors, they are under stress as their best performance also means their superiors' performance and capabilities are praiseworthy.
5. As CRM employees who were working from home were under stress, they are not able to maintain a positive environment at home as well as proper relationships with their family members.
6. These random switching processes can get confusing as the employees are asked to attend training sessions. Some employees belong to a completely different process, for example, an employee working in the e-mail process is asked to take calls and provide resolutions to them regarding their doubts or queries while following the proper guidelines provided by the E-commerce organizations. If these guidelines are not met then it could affect the performance score of the particular employee.
7. The research also revealed that CRM employees were asked to switch their processes frequently without even notifying them on prior basis, for example, an SME who is supposed to help a particular group of CRM

employees assigned under him/her while dealing with customers who face problems before, during or after the purchase of the goods or services. These SMEs are asked to work as one of them due to the increased number of customers having queries during festive sales and offers regarding their desired goods or services.

8. Achieving the targets was an important task for CRM employees because of which if they were unable to complete them within the 9 am-5 pm time period of their job they had to do overtime. Sometimes these employees were asked to complete more targets than assigned so that the overall group performance also improves. This actively demonstrates that CRM employees are forced to be more productive than any average office going employee.
9. Due to these targets employees are not able to rest and relax which can later cause exhaustion and can make the CRM employees lethargic sometimes.

Conclusion

Working from home pattern can have numerous benefits, such as the ability to keep more of one's income for themselves instead of spending it on things like accommodation, snacks and meals. However, there are some challenges associated with it as well. These could include physical health issues from lack of rest, irregular eating, and increased stress and anxiety. On top of that, it can be difficult to separate work from CRM employees' personal lives, leading to family issues due to less time spent with them. Working overtime to meet targets can further reduce rest time, leading to decreased productivity. Additionally, the processes of frequently switching processes CRM employees of E-commerce organizations and receiving multiple trainings can be confusing for them, and it can be hard to adjust to a new group of people, leading to social issues. To minimize these challenges, it is important to set boundaries, create a work-life balance, and communicate with both colleagues and clients.

Suggestions

- Allowing CRM employees to have proper time to rest and relax so that the employees are not exhausted and lethargic.
- Eliminating the pre-shift and post-shift patterns and scheduling them during working hours.
- At the very least CRM employees should be provided with prior notices regarding any process shift that may happen.
- An interactive session with teammates can also increase the motivation of CRM employees to complete the targets and perform better.
- Superiors must not only focus on their teams' performance but also on their health as well.

Proper guidelines should be provided by the E-commerce organizations so that there won't be any need for frequent changes so that confusion isn't created in any of the processes.

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