

ENHANCING CUSTOMER EXPERIENCE THROUGH CROSS-FUNCTIONAL COLLABORATION

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Abstract- In today's highly competitive business environment, delivering exceptional customer experience is essential for sustaining success and building brand loyalty. In this study, we look at how cross-functional collaboration plays a key role in delivering superior customer experiences, specifically for Rane Corporation, one of the industry leaders in automotive. By looking at the collaborative efforts across various departments such as Marketing, Sales, Product Development, and Customer Service, we can better understand the strategies, challenges and outcomes of aligning internal functions for delivering seamless customer experience. Our key findings highlight the importance of culture of collaboration, which breaks down silos and promotes communication and knowledge sharing between departments. Rane Corporation's success in delivering customer satisfaction can be attributed to its cross-functional teams approach, where diverse expertise is brought together to address customer needs in a holistic manner. In addition, the study highlights the importance of technology in facilitating cross-functional collaboration, as it allows for real-time information sharing and analysis to enable better decision-making. The sample size is 160. The tools used are non-parametric test (U-test, H-test, Chi-square, Correlation, Run test).

Key Words—Cross functional collaboration, organizational analysis, customer experience

I. INTRODUCTION

In order to supply smooth and personalized experiences for consumer, reconstructing consumer happening through cross-functional collaboration requires bright aid among miscellaneous separations inside a business. To better learn and do client demands, this policy dismantles organizational silos and advances news, system, and expertise giving inside groups. Businesses grant permission build seamless client occurrence that increase delight, dependability, and retention by matching aims and strategies across departments containing shopping, demand, department dealing with customers, and product incident, HR, finance and R&D. The growth of each touchpoint in the consumer journey through cross-functional collaboration results in raised client delight and the development of lasting friendships accompanying bureaucracy. Customer experience has enhanced a critical fundamental in the competitive trades surroundings of contemporary, upholding the long-term fame of guests in a range of labors. Businesses are becoming to a

related and united approach from all administrative departments. Cross-working assistance is critical in this place situation. Organizations like Rane Brake Lining Limited can guarantee that all step of the consumer journey is progressed for maximum vindication by dismantling administrative silos and advancing cooperation across departments containing shopping, auctions, crop development, movements, and consumer support. Rane Brake Lining Limited determined to undertake a study on client happening through cross-working cooperation because, even clients; rather, it is a crucial need that can have a substantial impact on display share, appropriateness, and brand dependability. Of all the strategies used to improve client happening, cross-working cooperation has arisen all at once of ultimate active ways to direct administrative exertions shortest most direct route client-centricity. Being a major shareholder in the automotive parts subdivision, Rane Brake Lining Limited is aware of by virtue of what main client knowledge is to allure occupation of achievement. Rane Brake Lining Limited, loyal to providing top-notch merchandise and duties, has begun an extensive case to better accept and reinforce the client experience by way of cross-working participation. The purpose of this study searches out tests the strategies, troubles, and results of cross-functional unity at Rane Brake Lining Limited, accompanying an importance on by what method it improves client happening. Rane Brake Lining Limited aims to get a comprehensive understanding of consumer necessities and weaknesses by merging insights from diversified areas, to degree marketing, buying, movements, and department dealing with customers, result, R&D, finance. This approach allows the arrangement to tailor-make allure contributions and surpasses client beliefs. We spend money the goals of the study, define the interpretation behind it, and present a fast rundown of the method second hand in this place introduction. Furthermore, we underline the significance of cross-working collaboration within the foundation of client happening administration and establish the foundation for a painstaking test of Rane Brake Lining Limited's strategy for achieve client-centricity by way of administrative collaboration. With this research, we have in mind determine awareness into the strategies and best

eatertext
informedaboutlatesttrendstheeventthatcontributionoutstandingco
nsumerhappenings is not only about fulfilling
But attaining this quality of consumer knowledge excellence
calls farinadditionsingleadministrativeexertions.Itnecessitatesa

practicesthatcanhelpcompaniesexceptionallythoseinfast-
moving,ruthlessmarketslike automotive components use
cross-working service as a impetus to transfer exceptional
client occurrences and unending, profitable progress.The
significance of the client knowledge cannot be emphasized
in the energetic related realm of contemporary, when
consumersareauthorizedandhaveinstantapproachtofactsand
options.Customers'ideas
andbranddependabilityareformedbyeachengagementtheyha
veaccompanyingabrand, be it connected to the internet, in-
store, or through subsequently-purchase care. Recognizing
this, Rane Brake Lining Limited knows that consistency
current customer
satisfiedandcharteringnewonesdemandscontributionasmoot
handpleasinghappening across all touchpoint

II. REVIEW OF LITERATURE

Fidelis Elikwu (2022), "Exploring the Impact of Cross-Functional Collaboration on Organizational Mission Alignment". The study draws upon a strategic management framework and agency theory to review and provide evidence on empirical literature about how mission-aligned organizations take a collaborative approach to decision making using cross-functional collaboration. The researcher explores organizational culture, organizational process, and leadership efforts in examining the problems of mission alignment.

Kim and Jones (2020), "Building Trust and Mutual Understanding in Cross-

Functional Teams: Lessons from Marketing and Sales Collaboration". This study investigates the role of trust and interpersonal dynamics in fostering successful collaboration between marketing and sales professionals. It highlights strategies for building trust, resolving conflicts, and promoting a shared vision within cross-functional teams.

Carter and White (2020), "The Role of Leadership in Driving Cross-Functional Collaboration between Marketing and Sales" This review explores the influence of leadership styles and behaviors on promoting collaboration between marketing and sales departments. It discusses how effective leadership can facilitate communication, alignment, and teamwork across functional boundaries.

Brown and Garcia (2020), "The Role of Organizational Culture in Facilitating Cross Functional Collaboration between Marketing and Sales". This literature delves into the significance of organizational culture in fostering effective collaboration between marketing and sales departments. It discusses how cultural factors such as shared values, norms, and communication styles impact collaboration outcomes.

mapping activities supports the validation of findings and gives access to experience dimensions beyond the immediate service setting.

Smith et al. (2018), "The Impact of Cross-Functional Collaboration on Marketing and Sales Performance" This study by explores how collaborative effort between marketing and sales departments influence overall organizational performance. It investigates various collaborative strategies and their effectiveness in improving sales outcomes and marketing ROI.

Martinez and Nguyen (2018), "Measuring the Impact of Cross-Functional Collaboration on Marketing and Sales Effectiveness: A Review of Metrics and KPIs". This literature reviews various metrics and key performance indicators (KPIs) used to assess the effectiveness of cross-functional collaboration between marketing and sales. It highlights the importance of aligning measurement practices with strategic goals.

Garcia and Martinez (2018), "Cross-Functional Collaboration and Innovation in Marketing and Sales: A Review of Theoretical Perspectives". This study provides a theoretical framework for understanding the relationship between cross-functional collaboration, innovation, and competitive advantage in marketing and sales. It explores how

Wanget al. (2019), "Barriersto Cross-Functional Collaboration in Marketing and Sales: A Systematic Review" This study identifies and analyzes the common barriers that hinder effective collaboration between marketing and sales teams. It synthesizes existing literature to uncover organizational, cultural, and structural impediments to cross-functional integration

Johnson and Patel (2019), "Enhancing Customer Experience through Cross-Functional Collaboration: A Review of Best Practices" This examines how organizations can leverage cross-functional collaboration between marketing and sales teams to deliver superior customer experiences. It identifies key practices and strategies for aligning marketing and sales efforts to meet customer needs and expectations.

Jakob Trischler, Anita Zehrer, Jessica Westman (2018), "A designerly way of analyzing the customer experience". Personas, as informed by phenomenological interviews, provide insights into the customer's broader life world context. These insights assist in connecting with and understanding the customer experience from a dyadic customer-firm perspective. The involvement of the customer in service

Muhammad Naparin, Muhammad Helmi (2017), "the role of cross functional collaboration (cross-f) in customer knowledge Competence (cuskc)". This study aims to examine the effect of Cross-F as MKC's internal competence on CusKC and Comm, the effect of the three elements of MKC on Product Adaptation Strategy (ProdAdapt), and the direct effect of Prod Adapt and MKC's external competence on Export Marketing Performance (ExPerf). Statistical analysis was done using PLS (Partial Least Squares).

III. NEED OF THE STUDY

To encourage creativity among companies, it is important for them to work together across functions. Integration of multidisciplinary knowledge bases enables establishment of customer-centric products or services through invention of processes. Bringing different departments, skills and perspectives into one team such as R&D, marketing, operation or customer service allows firm to tap into many ideas which can be turned into valuable offerings. Collaborative activities help identify new market trends, pain points experienced by customers as well as improvement possibilities thereby resulting in revolutionary innovations that meets changing customer needs and desires. Joint efforts should always be geared towards realization of revolutionary technologies, creation of user-friendly interfaces and streamlining operational procedures; because without these things' businesses will not survive in competitive environments where everything changes so fast.

IV. OBJECTIVES OF THE STUDY

1. To identify the influence of cross – functional collaboration on customer satisfaction and retention.
2. To identify the integration marketing strategies with other department to create unified customer experience.
3. To find out the key indicator to enhance collaboration.
4. To find out challenges and opportunities presented by

collaborative processes drive creativity, problem-solving, and market responsiveness.

technology in promoting collaboration.
5. To find out the potential of cross-functional collaboration in addressing customer issues.

V. RESEARCH METHODOLOGY

RESEARCH DESIGN

This study employed a descriptive research design. A fact-finding investigation with a sufficient interpretation is called a descriptive study. It is more focused and the most basic kind of study, primarily intended to collect descriptive data and supply material for the creation of more complex research. Statistical research, another name for descriptive research, provides information about the characteristics and data of the population or phenomenon under study. This study looks at how shift work is being done to support employees' overall wellbeing.

SAMPLING TECHNIQUES

For this study, simple random sampling is used. The population size is 300. The responses are collected by circulating the questionnaire through survey and forms.

SAMPLE

The term "sample" refers to a particular subset of the population that has been chosen. The Morgens chart is used to establish sample size, and 160 respondents make up the sample size for this investigation. Certain populations are so big that it would cost a lot of time, money, effort, and labor to study them. Sampling is the process of choosing and analyzing a comparative small number of people, items, or events in order to learn more about the overall population from which it was selected. It contributes to cost savings, time and energy conservation, increased scope measurement capability, and improved precision and accuracy.

SOFTWARE USED

SPSS 16.0

One feature-rich data analysis tool is SPSS 16.0, the statistical software for social sciences. SPSS can create tabular reports, complex statistical analyses, and charts and maps of distributions and trends using data from almost any type of file. SPSS increases the ease of use and accessibility of statistical analysis for both inexperienced and seasoned users. Simple menus and dialog box selections allow you to do complex analysis without typing a single line of command syntax. The Data Editor offers a simple and functional spreadsheet-like interface for dealing with files and entering data.

NORMALITY TEST

Null Hypothesis H0: The data follows normal distribution

Alternative Hypothesis H1: The data significantly deviates from normal distribution

Test of normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
Cross-Functional Collaboration Impact	.113	160	.000	.957	160	.000
Integration Marketing Strategies	.111	160	.000	.940	160	.000
Key indicators of enhancing collaboration	.156	160	.000	.929	160	.000
Technology Collaboration Challenges & Opportunities	.148	160	.000	.943	160	.000
Cross-Functional Collaboration for Customer Issues	.136	160	.000	.936	160	.000

INTERPRETATION

From the above table, P (sig) value (0.000) and (0.000) is less than 0.05. Hence, Null hypothesis is rejected. Hence the data deviates from normal distribution. So, non-parametric tools are applied. (U-Test, H-Test, Correlation, chi-square, Run Test)

NON-PARAMETRIC TESTS

MANN-WHITNEY (U TEST)

Null Hypothesis H0: There is no significant difference between the mean rank of female and male with respect to cross functional collaboration impact, integration marketing strategies, key indicators of enhancing collaboration, Technology collaboration challenges & opportunities.

Alternative Hypothesis H1: There is significant difference between the mean rank of female and male with respect to cross functional collaboration impact, integration marketing strategies, key indicators of enhancing collaboration, Technology collaboration challenges & opportunities.

	Ranks			
	Gender	N	MeanRank	Sumof Ranks
Cross-FunctionalCollaboration Impact	1	75	88.28	6621.00
	2	84	72.61	6099.00
	Total	160		
IntegrationMarketingStrategies	1	75	85.60	6420.00
	2	84	75.00	6300.00
	Total	160		
Keyindicatorsofenhancing collaboration	1	75	84.15	6311.00
	2	84	76.30	6409.00
	Total	160		
Technology Collaboration Challenges&Opportunities	1	75	85.51	6413.00
	2	84	75.08	6307.00
	Total	160		
Cross-FunctionalCollaborationfor Customer Issues	1	75	85.37	6402.50
	2	84	75.21	6317.50
	Total	160		

	Ranks				
	Age	21-24	25-34	35-44	45-54
Cross–FunctionalCollaboration Impact	21-24				
	25-34				
	35-44				
	45-54				
	Total				
IntegrationMarketingStrategies	21-24				
	25-34				
	35-44				
	45-54				
	Total				
Keyindicatorsofenhancing collaboration	21-24				
	25-34				
	35-44				
	45-54				
	Total				
Technology Collaboration Challenges&Opportunities	21-24				
	25-34				
	35-44				
	45-54				
	Total				
CrossFunctionalCollaboration for Customer Issues	21-24				
	25-34				
	35-44				
	45-54				
	Total				

Test statistics

	Cross – Functional Collaboration Impact	Integration Marketing Strategies	Key indicators of enhancing collaboration	Technology Collaboration Challenges&Opportunities	Cross – Functional Collaboration for Customer Issues
Mann-WhitneyU	2529.000	2730.000	2839.000	2737.000	2747.500
WilcoxonW	6099.000	6300.000	6409.000	6307.000	6317.500
Z	-2.157	-1.456	-1.080	-1.433	-1.390
Asymp.Sig.(2-tailed)	.031	.145	.280	.152	.165

INTERPRETATION

From the results of the Mann- Whitney U test, since, the P value is greater than 0.05, Hence

Accept Null Hypothesis H0. There is no significant difference between the mean rank of female and male with respect to integration marketing strategies, key indicators of enhancing collaboration, Technology collaboration challenges & opportunities.

But the P value (0.031 < 0.05), Hence reject the Null Hypothesis H0. This shows that there is significant difference between the mean rank of female and male with respect to Cross Functional Collaboration Impact.

KRUSKALWALLIS (H –TEST)

Null Hypothesis H0: There is no significant difference among the mean rank of Age with respect to cross functional collaboration impact, integration marketing strategies, key indicators of enhancing collaboration, Technology collaboration challenges & opportunities.

Alternative Hypothesis H1: There is significant difference among the mean rank of Age with respect to cross functional collaboration impact, integration marketing strategies, key indicators of enhancing collaboration, Technology collaboration challenges & opportunities.

Test statistics

	Cross – Functional Collaboration Impact	Integration Marketing Strategies	Key indicators of enhancing collaboration	Technology Collaboration Challenges & Opportunities	Cross – Functional Collaboration for Customer Issues
Chi-Square	5.627	4.549	1.748	2.866	8.449
Df	4	4	4	4	4
Asymp. Sig.	.229	.337	.782	.581	.076

INTERPRETATION

From the results of Kruskal Wallis H-test, since the P value is greater than 0.05. Hence accept the Null Hypothesis H0. There is no significant difference among the mean rank of Age with respect to cross functional collaboration impact, integration marketing strategies, key indicators of enhancing collaboration, Technology collaboration challenges & opportunities.

CHI -SQUARE

Null Hypothesis H0: There is no dependency between gender and department.

Alternative Hypothesis H1: There is a dependency difference between gender and department.

		Department					Total	
		1	2	3	4	5		
Gender	1	Count	20	25	15	4	11	75
		Expected Count	17.0	21.7	14.6	9.4	12.3	75.0
	2	Count	16	21	16	16	15	84
		Expected Count	19.0	24.3	16.4	10.6	13.7	84.0
Total		Count	36	46	31	20	26	160
		Expected Count	36.0	46.0	31.0	20.0	26.0	160.0

INTERPRETATION

Since, p value 0.08 is greater than 0.05. Hence reject the difference between gender and department.

CORRELATION:

Descriptive Sta

	Mean
Cross-Functional Collaboration Impact	16.01
Integration Marketing Strategies	18.83
Key indicators of enhancing collaboration	19.28
Technology Collaboration Challenges & Opportunities	19.31
Cross Functional Collaboration for Customer Issues	81.96

Correlations

			Cross – Functional Collaboration Impact	Integration Marketing Strategies	Key indicators of enhancing collaboration	Technology Collaboration Challenges and Opportunities	Cross – Functional Collaboration for Customer Issues
Spearman's rho	Cross Functional Collaboration Impact	Correlation Coefficient	1.000	.483**	.401**	.406**	.702**
		Sig.(2-tailed)	.	.000	.000	.000	.000
		N	159	159	159	159	159
Integration Marketing Strategies		Correlation Coefficient	.483**	1.000	.535**	.538**	.809**
		Sig.(2-tailed)	.000	.	.000	.000	.000
		N	159	159	159	159	159
Key indicators of enhancing collaboration		Correlation Coefficient	.401**	.535**	1.000	.568**	.770**
		Sig.(2-tailed)	.000	.000	.	.000	.000
		N	159	159	159	159	159
Technology Collaboration Challenges and Opportunities		Correlation Coefficient	.406**	.538**	.568**	1.000	.765**
		Sig.(2-tailed)	.000	.000	.000	.	.000
		N	159	159	159	159	159
Cross-Functional Collaboration for Customer Issues		Correlation Coefficient	.702**	.809**	.770**	.765**	1.000
		Sig.(2-tailed)	.000	.000	.000	.000	.
		N	159	159	159	159	159

and Cross Functional Collaboration Impact (0.702), which means that there is a moderately strong positive correlation between these two variables. The correlations between the other variables are also positive but slightly weaker. There is a moderate positive correlation between Integration Marketing Strategies and Cross Functional Collaboration Impact (0.483), Technology Collaboration Challenges and Opportunities and Cross Functional Collaboration impact (0.406), Key indicators of enhancing collaboration and Cross Functional Collaboration Impact (0.401), Cross Functional Collaboration Impact and Integration Marketing Strategies (0.483).

RUN TEST

Null Hypothesis H0: The run occurs in randomness.

Alternative Hypothesis H1: The run does not occur in randomness.

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Gender	160	1.53	.501	1	2

Runs Test

	Gender
Test Value ^a	2
Cases < Test Value	75
Cases ≥ Test Value	85
Total Cases	160
Number of Runs	43
Z	-6.001
Asymp. Sig. (2-tailed)	.000
a. Median	

INTEPRATATION:

The table shows that all of the correlations are positive. The strongest correlation is between Cross Functional Collaboration for Customer

RunsTest

	Gender
Test Value ^a	1.53
Cases<Test Value	75
Cases>=TestValue	85
TotalCases	160
Numberof Runs	43
Z	-6.001
Asymp.Sig.(2-tailed)	.000
a. Mean	

RunsTest

	Gender
Test Value ^a	2
Cases<Test Value	75
Cases>=TestValue	85
Total Cases	160
Numberof Runs	43
Z	-6.001
Asymp.Sig.(2-tailed)	.000
a. Mode	

INTERPRETATION

- The negative Z-value indicates that there are fewer runs observed than expected under randomness.
- The very small p-value (close to zero) suggests strong evidence against the null hypothesis of randomness.
- Therefore, based on the run test results, it can be concluded that the sequence of data points (possibly related to gender in your case) does not appear to be random and may exhibit some systematic pattern.

The run doesn't occur in randomness

VI. SUGGESTIONS

- Encourage cross-departmental initiatives and projects to promote collaboration and knowledge sharing across different areas of the organization.
- Ensure marketing campaigns are inclusive of both genders while recognizing potential differences in perceptions and preferences regarding collaboration.
- Implement mechanisms to continuously monitor marketing effectiveness and consumer behavior, adapting strategies to reflect changing patterns and preferences.
- Encourage interdisciplinary collaboration and knowledge sharing to capitalize on the positive correlations observed between key indicators of enhancing collaboration and cross-functional collaboration impact.
- Consider conducting qualitative research or interviews to gain deeper insights into the factors influencing collaboration dynamics within your organization.

VII. CONCLUSION

In conclusion, this study on enhancing customer experience through cross-functional collaboration, with a focus on Rane Brake Lining Limited, sheds light on the major role of collaboration across departments in delivering exceptional customer experiences. Through rigorous analysis and examination, it becomes evident that fostering collaboration among different functions within the organization is essential for understanding and meeting customer needs effectively.