



MASS CUSTOMIZATION: ASIAN PAINT'S STEP TO SUCCESS

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While criticizing traditional marketing, because of its preoccupation with mass marketing, where customers are aggregated into large homogenous groups, targeted with same products and services through the same message. The critics argue that this is a supply centric approach and individual customer needs are being ignored. Today's customers are seeking product offerings that match their individual requirements. They want to look and feel different from other customers, want to design their own dreams. This especially is true when people want to design their homes. They just want to put their dreams and aspirations in designing their homes.

Asian Paints is one of the companies which tries to match your online experience to your needs. Asian Paints founded in 1942 has come a long way to become India's largest and Asia's third largest paint company. Asian Paints operates in 18 countries serving consumers in 65 countries. With its vision of becoming one of the top five decorative coatings company in the world, it is trying to leverage the same by entering into higher growth emerging markets.

Asian Paints soon found out , that end consumers were increasingly treating paints as ' a high involvement decision' and expecting consultancy as a part of their purchase interactions. Industry analysts asserted that poor customer service constituted among key reasons for customers to move to a competing brand. Asian Paints realized that the quality of customer interactions had to be viewed as a competitive differentiator. Asian Paints decided to use this opportunity to reinstate customer confidence and built strong loyalties. Mr. Deepak Bhosle, Chief Manager, Asian Paints said "We were therefore on an outlook for a strong, flexible and

scalable IT infrastructure to manage customer interactions in line with our organisational efforts to become truly customer centric”.

After extensive research in 2009, Asian Paints decided to implement Aspect Unified IP to set up next generation dealer and customer management system.

Asian Paints offered different consultation and support service to their end customers. The customers who intended to decorate their homes and personal spaces had various options to choose from when they navigate the Asian paints website. Mass Customization was what the company wanted for its customers .

Various options are available for the customers on the website of Asian Paints where they can simply try with different option of colors, variety of paints, interior décor themes and interact with an expert. One of the options available is the ‘Colourpro’ 360 degree service. Here the customers have various options to mix and match their colour combination styles. One of the options is color code, which is a seamless combination of colours and combination. It captures the nature, culture, moods, personality, inspiration of customers. Its an ideal tool to assemble creative palettes, conceptual color schemes and create mood boards with images. The customers can play with this color code application to discover their own color stories.

The implementation of Mass Customization along with best IT solutions for customer interface gave the company a three year headway over competition. Customer satisfaction levels improved. Company witnessed an 80% satisfaction increase among dealer and customers. The average service availability window increased by 33% and overall waiting time was reduced significantly. There has been a vast transformation from the erstwhile processes when the customers had to go to the dealers directly. Now the customers can choose the best color schemes, decors for their homes and personal spaces at the luxury of just a click with the help of online consultants. Asian Paints now has a well connected and collaborative organization that is in line with demands of its customers.

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