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Analysis of IT Equipment Rental Business Operations and Customer Management at IVM Technologies LLP

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Abstract

This paper examines business operations and customer management in the IT equipment rental segment through an internship-based study at IVM Technologies LLP, Pune. The study focuses on business-to-business (B2B) enquiry handling, product and requirement identification, quotation management, follow-up, order conversion and customer relationship management. The Research report analyses an illustrative set of 40 customer enquiries using frequency and percentage analysis. Rental requirements represented 70% of enquiries, laptops accounted for 45% of product enquiries, and competitive pricing was the most frequently reported decision factor (35%). The reported sales funnel shows 25 orders from 40 enquiries, an illustrative conversion rate of 62.5%. Conversion also increased across follow-up groups, from 41.7% for low follow-up to 83.3% for high follow-up. These results suggest that price matters, but availability, responsiveness, product suitability and technical support also contribute to the B2B value proposition. The paper recommends structured lead qualifications, centralized customer tracking, timely follow-up and post-delivery feedback to strengthen conversion and retention. As the dataset is illustrative and limited to internship records, findings should be interpreted as indicative rather than statistically generalizable.

Keywords— IT equipment rental; B2B marketing; customer relationship management; lead conversion; follow-up; customer retention

INTRODUCTION

Organizations increasingly need computing equipment for projects, temporary teams, training, events and business expansion. Renting can provide access to laptops, desktops, servers and related infrastructure without requiring every customer to make an outright capital purchase. In this market, providers compete not only through price but also through equipment availability, delivery, technical support and relationship quality. IVM Technologies LLP operates in IT equipment rental, leasing, sales and related services, serving organizations with short-, medium- and long-term technology requirements.

The practical problem examined here is how enquiry management and customer follow-up can support B2B sales conversion and longer-term relationships. The research report identifies a competitive environment in which buyers can compare quotations and switch suppliers, making accurate requirement capture and reliable communication important. While customer relationship management (CRM) and B2B customer-journey research emphasize coordinated interactions across the buying process, the research paper provides a company-specific view of these activities.

Objectives of the Study:

The study has three objectives:

a)To understand the product and rental-versus-sales enquiry mix.

b)To identify the decision factors reported in customer enquiries.



c)To examine the illustrative lead funnel and follow-up patterns of prospective client.

Literature Review : Marketing management treats customer value as a combination of benefits and costs, rather than price alone. In equipment rental, customers assess the rental rate alongside specification, availability, delivery timing, service responsiveness and technical support. A low quotation may not be sufficient if equipment is unavailable or service commitments are unclear. This provides a rationale for presenting quotations as complete solutions matched to a customer's quantity, configuration, duration and service requirements.

B2B sales research also highlights value co-creation and the management of customer journeys across multiple touchpoints. Enquiry response, qualification, quotation, negotiation, delivery and after-sales support form connected stages. CRM practices—such as maintaining interaction history, recording next actions and scheduling follow-ups—can help sales teams coordinate these stages and avoid losing opportunities. Research on digitalization and service delivery similarly suggests that service elements can influence how customers experience a firm's offering.

The gap addressed in this paper is practical rather than theoretical. This research paper documents the customer-management process at one IT rental firm, but the available illustrative sample is small and does not support broad generalization. The paper connects established B2B marketing concepts with the reported enquiry mix and sales funnel to identify operational improvements suitable for further testing.

METHODOLOGY

The study uses a descriptive, internship-based case approach focused on IVM Technologies LLP, Pune. The source is this research paper prepared observations, customer interactions and available organizational records. The activities included lead generation and prospecting, requirement identification, product and quantity clarification, rental/sales classification, quotation support, follow-up and customer relationship management.

The report presents an illustrative sample of 40 customer enquiries. The analysis uses counts, percentages and a simple conversion funnel. Product-category percentages, requirement type, customer decision factors and follow-up intensity are summarized descriptively. No inferential statistical tests were reported, and the available material does not establish that the sample was randomly selected. Customer identities and confidential organizational details are not reproduced.

RESULTS AND DISCUSSION

Table I. Product category and customer requirement profile

Measure	Count	Share
Laptop enquiries	18	45.0%
Desktop enquiries	9	22.5%
Server enquiries	5	12.5%
Workstation enquiries	4	10.0%
Networking equipment	2	5.0%
Other equipment	2	5.0%
Rental requirements	28	70.0%
Sales requirements	12	30.0%

Laptops were the largest enquiry category (45%), followed by desktops (22.5%). Together, these categories accounted for 67.5% of the sample. Rental requirements formed 70% of enquiries, indicating that flexible access to equipment was more common than outright purchase in this illustrative dataset. For sales teams, the implication is to qualify product, quantity, configuration, duration and deployment date early so the response matches the actual requirement.

Table II. Customer decision factors and reported lead funnel

Decision factor	Count	Share
Competitive pricing	14	35.0%
Product availability	10	25.0%
Service responsiveness	8	20.0%
Product quality/specification	5	12.5%
Technical support	3	7.5%



Funnel stage	Count	Share of enquiries
Customer enquiries	40	100.0%
Qualified leads	35	87.5%
Quotations shared	30	75.0%
Converted orders	25	62.5%

Competitive pricing was the leading reported decision factor (35%), but availability (25%) and service responsiveness (20%) together represented a substantial 45%. Product quality/specification and technical support accounted for the remaining 20%. This supports a value-based quotation approach: sales communication should explain suitability, availability, delivery and support, rather than emphasizing price in isolation.

The reported funnel shows 25 orders from 40 enquiries, or 62.5% illustrative conversion. Follow-up intensity was also associated with different observed conversion rates: 41.7% for 0–1 follow-ups (5/12), 62.5% for 2–3 follow-ups (10/16), and 83.3% for 4 or more follow-ups (10/12). This pattern is consistent with the practical value of sustained lead nurturing. However, it does not prove that follow-up alone caused higher conversion; lead quality, urgency, budget and customer readiness may also differ between groups.

Customer management continues after order confirmation. This research paper describes equipment allocation, delivery or installation, technical support, feedback, rental extension and repeat requirements as connected stages. A centralized CRM or structured tracker recording requirements, quotation amount, follow-up date, customer response, order status and next action could reduce missed interactions and improve coordination. Feedback and service records could also help identify repeat-rental opportunities.

V. CONCLUSION

This study analysis indicates that IT equipment rental customer management requires an integrated process from enquiry through post-delivery support. In the illustrative sample, rentals represented 70% of enquiries, laptops were the most requested product category (45%), and competitive pricing was the most cited decision factor (35%). The reported 62.5% overall conversion rate and higher conversion among more intensively followed-up leads underline the importance of disciplined lead management, while not establishing causation.

IVM Technologies LLP could strengthen performance through a centralized lead tracker/CRM, clear qualification fields, scheduled follow-up reminders, quotation templates that communicate service value, and systematic post-delivery feedback. Future research should use a larger, clearly defined sample over a longer period and compare conversion by customer segment, product, response time and follow-up while controlling for lead quality. Customer satisfaction, repeat business, profitability and asset utilization are additional areas for investigation.

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