



A RESEARCH PAPER ON “SERVICE AND CUSTOMER SATISFACTION LEVEL”

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Abstract

The title of my Research - “A study on Service and Customer Satisfaction Level of the customers of Agarwal Packers and Movers Pvt.Ltd”. Objectives of the research To study the service satisfaction of customers of Agarwal Packers and Movers Pvt. Ltd. To know different attitudes of people regarding the facilities and services available in Agarwal Packers and Movers Pvt. Ltd. To find out grievances of consumers. To help in increasing the customers loyalty for the company. To find out the factors that influence customer satisfaction. Agarwal Packers and Movers Pvt.Ltd.a subsidiary of DRS Logistics (P) Ltd. is one of India's largest transportation companies which provide excellent shipment service all over India. The samples for the study were the customers of Agarwal Packers and Movers Pvt. Ltd in the Maharashtra state and India. The research design was a descriptive one and the sample size was 120. Primary data required for the project was collected through “Questionnaires”. Company annual reports and website were used to collect the secondary data. The research started with preparation of questionnaire so as the get the responses of the customers of the company with various parameters. It was important to identify the areas where the company needs to concentrate to achieve efficiency and effectiveness in its marketing operations with respect to its services. It was also very necessary to know how well the company manages its services to the customers.All these parameters were included in the questionnaire which was aimed at the customers so as to get their responses on the same. This helped to understand the customer satisfaction level of the company and also helped to identify the areas where the company needs to concentrate more to improve the efficiency and effectiveness of its services.

Keywords: Customer, Consumer, Market, satisfaction, Delight, Faith, Belief, Customer friendly, Service, CRM

INTRODUCTION

The main aim of this research is the orientation and exposure of the researcher to competitive business environment. The main objective of this work is to test the ability of the

researcher to work on any topic or problem pertaining to any of the above mentioned functional area. I was bestowed with an opportunity to carry out my research work with Agarwal Packers and Movers Pvt.Ltd. The company is the leading service provider in relocation business. I pursued my research with the marketing department, of the company. The topic was regarding the study on service satisfaction level of the customers of the company. The title of my research is “A study on Service and Customer Satisfaction Level of the customers of Agarwal Packers and Movers Pvt.Ltd.”

Toda marketing is seen as an integral part of any organization. It is that part of managerial activity which is concerned with planning &controlling of the firms market resources. In the field of marketing, the service &customer satisfaction assumes a great importance. The success of the organization depends on how well and fast it meets the customer demands. Servicesatisfaction helps the company to create goodwill in the market. Thus to satisfy customer needs, service satisfaction becomes an inevitable tool for a company to survive in the competition. Hence it becomes necessary to ensure that services provided the company is working efficiently and a healthy relationship is maintained between the firm and the customers.

OBJECTIVES

1. To study the service and customer satisfaction of Agarwal Packers and Mover Pvt. Ltd.
2. To know different attitudes of people regarding the facilities and services available in Agarwal Packers and Movers Pvt. Ltd.
3. To find out grievances of consumers.
4. To help in increasing the customers loyalty for the company.

SCOPE

1. Every company needs highly satisfied customer for which it is important to know the factors affecting customer satisfaction so the study was involved in finding of these factors.
2. Customers are the king in the market. That is the main reason that the company can't let the customers to get dissatisfied. If there are any dis-satisfied customers then the company should be aware of that and remedial measures should be taken, this study involves the searching of these customers.
3. To help the company in taking measures to convert the dis-satisfied customers into satisfied customers.

LITERATURE REVIEW

Customer service and/or satisfaction : When we talk about customer service and/or satisfaction, we talk about creativity. Creativity allows us to handle or diffuse problems at hand or later on in the process of conducting the everyday business. We talk about how, or rather what, does the organization have to do to gain not only the sale but also the loyalty of the customer. We want to know if our customers are satisfied or not. We want to know if customers are delighted and willing to come back. Thus SATISFACTION means that what we delivered to a customer, met the customers approval. Customer satisfaction, however, is when the customer is satisfied with a product/service that meets the customer's needs, wants, and expectations.

Philip Kotler defines services from management point of view.

“Service is any activity or benefit that one party can offer to another.”

RESEARCH METHODOLOGY

Data Collection Methods : The task of data collection begins after a research problem has been defined and research design chalked out. There are two types of data, primary and secondary. The primary data are those which are collected afresh and for the first time, and thus happen to be original in character. The secondary data, on the other hand is the one which have already been collected by someone else and which have area passed through the atistical process. Research Methodology used with respect to the topic. The main purpose of this research work was to get the responses of the customers of Agarwal Packers and Movers Pvt.Ltd in Maharashtra state so as to study the service satisfaction level of the customers who have used the company service of the above mentioned company. The objective of the research work as to highlight various areas where Agarwal Packers and Movers Pvt.Ltd. could do more to improve their services. The Sampling Design used to accomplish the research was “Descriptive” and Sampling Method was “Area Sampling” whereby the customers of Agarwal Packers and Movers Pvt.Ltd.in Maharashtra state were selected. The Primary Data required were collected by means of “Questionnaires”. This included providing questionnaires to the customers of Agarwal Packers and Movers Pvt.Ltd.to get their responses on company's services. The Secondary Data required for the research work was obtained from company and its website.

LIMITATIONS: Though a lot of information was obtained during the research, the study included quite a number of limitations which proved to be a hindrance throughout the research.

Geographical limitation

As the customers of the company are stretched all over Maharashtra, the responses of some customers were taken through telephonic conversation and mail.

Scope of the subject

The topic has a very wide scope. It was not possible to lengthen the questionnaire as the customers found it difficult to devote their time to answer the questionnaire.

Time limit

Time of the study is limited. Due to time limit of study, sample Size of the project research was small as compared to be required.

Customer bias regarding information

The data collected cannot be free from errors, since some of the respondents failed to give correct information.

Accuracy level

Study of accuracy level totally depends on the respondent's response.

FINDINGS

After the successful completion of the research conducted at Agarwal Packers and Movers Pvt.Ltd. the following were the observations and findings:

Quality of services

- 45% of the customers found quality of Agarwal Packers and Movers Pvt. Ltd. very good, 15% found the quality good, 20% found the quality at an average level, 09% customers found the quality poor and 11 % of the customers found the quality very poor.

Brand image

- The brand image of Agarwal Packers and Movers Pvt. Ltd. is not so prominent among 34% of the customers while 52% of the customers had a satisfactory image of the brand, and 15% of the customers saw Agarwal Packers and Movers Pvt. Ltd.as a brand.

Price factor

- 59% of the customers considered the services of Agarwal Packers and Movers Pvt. Ltd. were fairly priced, 23% of the customers were averagely satisfied and 18% of the customers found the price high.

Delivery

- 60% of the customers found the delivery service good, 21 % were satisfied, and 19% were not happy with the delivery service.

Order execution

- 44% of the customer found the order execution process good, 39% found the order execution average, 17% were not satisfied with the order execution process.

SUGGESTIONS

1. Company should go the extra distance and meet customer needs. Train the staff to do the same. Customers remember being treated well.
2. Employee Loyalty. Loyalty works from the top down. If you are loyal to your employees, they will feel positively about their jobs and pass that loyalty along to your customers. Socompany should take extra care of their employees in every aspect.
3. Company should train employees in the manner that they want them to interact with customers. Empower employees to make decisions that benefit the customer.
4. Company should be flexible enough to solve customer problems or complaints to the best of their ability. Excuses - such as "That's our policy" - will lose more customers.
5. Customer satisfaction should be more emphasized to improve the brand image of Agarwal Packers and Movers Pvt. Ltd. in the market.
6. Qualities of services are satisfactory of Agarwal Packers and Movers Pvt. Ltd. but there is scope for improvement.
7. Network is above satisfactory level but for expansion of business can be improved.
8. Timely delivery of services should be emphasized to gain customer loyalty.
9. Claim settlement procedure should be accurate and transparent to maintain customer relationship and loyalty.
- 10 Company should be reliable. If something goes wrong, let customers know immediately and compensate them for their inconvenience.
11. The Physical evidence of Agarwal Packers and Movers Pvt. Ltd. should be improved.
12. The management system of Agarwal Packers and Movers Pvt. Ltd. should be more systematic.
13. Promotional activities should be considered to enhance the business of Agarwal Packers and Movers Pvt. Ltd.

CONCLUSION

1. After the thorough analysis of the data collected, we can come to the conclusion that, Agarwal Packers and Movers Pvt. Ltd. has a good market share in household and industrial logistics.
2. The customers are pretty much satisfied with the services but many have problems with issues like claim settlement, first point of contact and physical evidence.

3. Although the company has a wide range of client profile for household shipment services, but they should also emphasize and target 6lr- industrial shipment for expansion of business.
4. Long term relationship should be maintained with the customers to create brand image and to increase customer loyalty.
5. Company employees should be given special soft skill training to enhance the customer interaction.
6. Network and quality of services is satisfactory but has a scope of improvement.
7. Reliability is an x-factor of the logistics sector for survival in the competition.
8. Promotional activities should be considered for expansion of business.
9. It is also concluded that word of mouth is a pertinent factor to increase the brand image, so safety measures should be emphasized more to avoid loss and damage of goods.

Reference

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