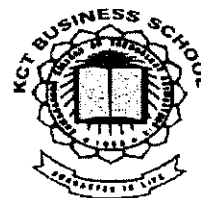


P-3196



**A STUDY ON “EFFECTIVENESS OF SERVICE QUALITY AND ITS
IMPACT TOWARDS CUSTOMERS” IN SURYA BALA AUTO (PVT
LTD), COIMBATORE**

A PROJECT REPORT

Submitted by

BY

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REG NO.0820400032

In partial fulfilment of the requirements

for the award of the degree

Of

MASTER OF BUSINESS ADMINISTRATION

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KCT BUSINESS SCHOOL

DEPARTMENT OF MANAGEMENT STUDIES

Kumaraguru College of Technology

(An autonomous institution affiliated to Anna University, Coimbatore)

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BONAFIDE CERTIFICATE

Certified that this project report titled "A Study On "Effectiveness Of Service Quality And Its Impact Towards Customers" In SURYA BALA Auto (Pvt Ltd), Coimbatore" Is The Work Of **Mr.Pradeep Kumar k (0820400032)** carried out the research under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award as conferred on an earlier occasion on this or any other candidate.

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TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. K Pradeep Kumar**, (Roll No : **0820400032**), a final year MBA student of **KCT Business School, Coimbatore** has completed his project work titled "**Effectiveness of Service Quality and its impact towards Customer**" in **Suryabala Autos (P) Ltd.**, for a period from **15 Mar 10 to 21 May 10**.

Mr. K Pradeep Kumar has carried out the project work within the specified period with due amount of sincerity and commitment. We wish him all success in his future endeavors.

Regards,

For Suryabala Autos (P) Ltd

Human Resources Manager

DECLARATION

DECLARATION

I, hereby declare that this project report entitled as “**A Study On “Effectiveness Of Service Quality And Its Impact Towards Customers In SURYA BALA Auto (Pvt Ltd), Coimbatore”**”, has undertaken for academic purpose submitted to Anna university in partial fulfilment of requirement for the award of the degree of master of business administration. The project report is the record of the original work done by me under the guidance of **Mr. Mr.V.Kaarthikheyam, MBA, M.Phil**, Asst Prof during the academic year 2009-2010.

I, also declare hereby, that the information given in this report is correct to the best of my knowledge and belief.

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ACKNOWLEDGEMENT

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TABLE OF CONTENT

CONTENT

CHAPTER NO	PARTICULARS	PAGE NO
1.	Introduction	
	Background of study	1
	Introduction of study	5
	Review of literature	10
	Objective of study	17
	Need for the study	18
	Scope of the study	19
	Research methodology	20
	Limitation of study	21
2	Organisation profile	22
3	Analysis and Interpretation	25
4	Findings	76
5	Suggestions	78
6	Conclusion	79
7	Annexure	80
8	Bibliography	82

LIST OF TABLES

LIST OF TABLES

CHAPTER NO 3	PARTICULARS	PAGE NO
3.1	Age Of The Customer	25
3.2	Gender Of The Customer	27
3.3	Occupation Of The Customer	29
3.4	Income Of The Customer	31
3.5	Type Of Car Buy In Surya Bala Showroom	33
3.6	How Do You Know About This Showroom	35
3.7	Where Did You Buy Your Car	37
3.8	Workers In The Service Department Are Willing To Listen To Your Individual Point Of View	39
3.9	Opinion About Free Service	41
3.10	Opinion About Paid Service	43
3.11	Numbers Of Paid Services You Have Been Made	45
3.12	Flexible Service Is Provided To Meet Your Individual Need	47
3.13	Opinion About The Cost Of Spare Parts	49
3.14	Feel About Customer Service To You	51

Chapter No 3	Particulars	PAGE NO
3.15	Working Performance Of Your Vehicle After Service In Suryabala	53
3.16	Feel About Service Cost	55
3.17	Proper Service To The Vehicle At The Right Time	57
3.18	Information Is Provided To You In Correct Time	59
3.19	Workers Responsiveness To Your Needs	61
3.20	Service Engineers Provide Prompt And Timely Service To You	63
3.21	Company Receives Any Complaints From The Customer After Their Servicing	65
3.22	Facilities Available At Workshop	67
3.23	The Delivery Time Is Prompt (Or) Not	69
3.24	Flexible Service Is Provided To Meet Your Individual Need	71
3.25	Service Engineers Provide Prompt And Timely service To You	72
3.26	Table Showing The Various Opinion Of The Customers	74

LIST OF CHARTS

LIST OF CHARTS

CHAPTER NO 3	PARTICULARS	PAGE NO
3.1	Age Of The Customer	26
3.2	Gender Of The Customer	28
3.3	Occupation Of The Customer	30
3.4	Income Of The Customer	32
3.5	Type Of Car Buy In Surya Bala Showroom	34
3.6	How Do You Know About This Showroom	36
3.7	Where Did You Buy Your Car	38
3.8	Workers In The Service Department Are Willing To Listen To Your Individual Point Of View	40
3.9	Opinion About Free Service	42
3.10	Opinion About Paid Service	44
3.11	Numbers Of Paid Services You Have Been Made	46
3.12	Flexible Service Is Provided To Meet Your Individual Need	48
3.13	Opinion About The Cost Of Spare Parts	50
3.14	Feel About Customer Service To You	52
3.15	Working Performance Of Your Vehicle After Service In Suryabala	54

3.16	Feel About Service Cost	56
3.17	Proper Service To The Vehicle At The Right Time	58
3.18	Information Is Provided To You In Correct Time	60
3.19	Workers Responsiveness To Your Needs	62
3.20	Service Engineers Provide Prompt And Timely Service To You	64
3.21	Company Receives Any Complaints From The Customer After Their Servicing	66
3.22	Facilities Available At Workshop	68
3.23	The Delivery Time Is Prompt (Or) Not	70
3.26	Table Showing The Various Opinion Of The Customers	75

INTRODUCTION

CHAPTER I

1. INTRODUCTION

Service Quality

Service Quality is services that is consistent with customer expectation and stated obligation

Customer Care:

Customer expectation

Value

Performance

Dimensions of service quality

- Reliability: perform promised service dependably and accurately
- (example) receive mail at same time each day
- Responsiveness: willingness to help customers promptly
- (example) avoid keeping customers to waiting for no apparent reason
- Assurance: ability to convey trust and confidence
- (example) being polite and showing respect for customer
- Empathy: ability to be approachable
- (example) being a good listener
- Tangibles: physical facilities and facilitating goods
- (example) cleanliness
- The other five dimensions of quality

Quality, in its highest state, exists in five distinct dimensions. These include

- Experience
- Measurement
- Relationships
- Inter-connectivity and
- Value sharing.

The recent quality movement to “delight the customers” highlights the fifth dimension, value sharing. However, although value sharing provides the foundation for the integration of all other dimensions, it does not exist in a vacuum. “customer delight ” cannot exist or continue on a sustained basis without the utilization of the other four dimension of quality. In fact, these dimensions are so integrated that they are holographic: each dimension reflects all the other dimensions. Since these dimensions provide the structure for the service quality, a basic understanding of them is essential. The summary of these dimensions below, along with the five dimensions of quality chart at the end of this paper, will provide the background for understanding their role in fulfilling service quality.

1. The experiential dimension

In this single dimension things are actually done. “vision becomes reality”. Unless it is integrated with the other dimensions, it remains a string of incidents, such as a stream of consciousness story. However, when integrated with the other dimensions, it becomes the tool of actualization. Its power is that unless it is fulfilled, plans remain plans and are not put into action.

2. The measurement dimension

In this dimension, (two dimensions), we recognize not only that something was done, but also how well or poorly it was done and its impact.

The level of measurement is one indication of the level of the extent to which the organization understands and fulfills quality. There are five levels of measurement, which reflect the five dimensions of quality. The basic, first dimension level of measurement is inspection or detection. At the second dimension, performance is measured “ eliminate work standards”. It is third dimensional measurement that provides the ability to move beyond reliance on inspection to reliance on the system and then to make improvements to the system. By understanding and assessing underlying paradigms (fourth dimension measurements), an organization can begin to transcend beyond reliance on visible figures and can “remove barriers that rob people... of their right to pride of workmanship”. In addition, new developments in relational economic theory give us the power to measure the strength of relationships so that we can understand the

extent to which the organization is “delighting its customers” (a fifth dimension measurement) and helping them become “sustaining members” of the organization.

3. The relationship

The dimension (three dimension) permits us to observe a correlation between activities and results of activities. It helps us the interrelationship among people, plant and equipment, processes, policies and procedures, and environment. It permits us to standardize systems so that organizational learning is retained. It gives us the power to identify leverage points where action can be taken to generate improvements so that we can “improve constantly and forever the system of production and service...and thus constantly decrease costs”.

This dimension also utilizes the power of interpersonal relationships to “build a long-term relationship of loyalty and trust” with suppliers (including employees) so that we can avoid “awarding business on the basis of price tag” [point 4]. It permits us to “break down barriers between departments” [point 9] internally within our organization so that the entire organization can function as an integrated system, rather than as sub-optimized subsystems.

The relationship dimension is the “Act” stage of Dr. Deming’s Plan-Do-Study-Act Cycle. It is systems thinking that permits us to standardize policies and procedures which have been implemented, which have been verified through measurement, and which are in alignment with that vision or aim of the organization. This standardization helps the organization become “free of mortal risk” as the organizational learning is retained.

4. The inter-connectivity dimension.

The dimension is approached by looking at the same information through a new paradigm, a new set of eyes, a new set of rules, a new frame of reference. This new perception may be inconsistent with the traditional view, but the power of the paradigm shift is that it provides its own logic. Within that new logic, the new paradigm provides a perfectly valid means of understanding and interpreting the information. This ability to “adopt the new philosophy” {point 2] provides a

powerful foundation for innovation and change in an organization. Inter-connectivity is enhanced through a “vigorous program of education and self-improvement” [point 13], which expands frame of references and provides a broader pool of knowledge and experience from which the organization can draw.

5. The value sharing dimension

The dimension is illustrated by the phrase, “If I give you something that has more value to you than it does me, then together we are better off as a result of the trade”. This dimension is expressed by “delight the customer” (give the customer more than he or she is paying for, or “consecrate” resources to the customer). This dimension has its foundation in relational economics, which provides the most efficient economic system. It is through the value sharing dimension that a firm is able to “create constancy of purpose toward improvement of product and service” [point 1], because the directed focus on fulfilling customer needs provides a constant basis for improvement, particularly as needs of customers change. This dimension is made operational through leadership

1.1 History of Automobile industry

Automobile industry is one of the fastest growing industries of the world. The Automobile Industry in India- the tenth largest in the world with an annual production of approximately 2 million units- is expected to become one of the major global automotive industries in the coming years a number of domestic companies produce automobiles in India and growing presence of multinational investment too, has led to an increase in overall growth as a result increased competitiveness and relaxed restrictions. The monthly sales passenger's cars in India exceed 1,000,000 units. The automotive industry directly and indirectly employs 13 million individuals in India. The industry is valued at about US\$ 35 billion contributing about 3.1% of India's GDP.

Indian automobile industry has grown leaps and bounds since 1898, a time when a car had touched the Indian streets for the first time. At present it holds a promising tenth position in the entire world with being No.2 in two wheelers and No.4 in commercial vehicles. Withstanding a growth rate of 18% per annum and an annual production of more than 2 million units it may not be aggregation to say that this industry in the coming years will soon touch a figure of 10 million units per year.

Reasons for growth:

Economic liberalization increase in per captia income various tax relief policies easy accessibility of finance launch of new models and exiting discount offers made by dealers all together have resulted in to a stupendous growth of India automobile industry.

Indian car market:

Indian car market attained a huge volume over the years with the increase in the opportunity for new investments in the manufacturing of cars in India. The increasing GDP rate, the rising per capita income, growing population and high ownership capacity led to the boom in the Indian Car Market.

Causes for the boom:

From the 15 years due to the liberalization of the Indian economy the market scenario has undergone a change with the rich growing richer with time moreover, the rise in foreign

travelling and the easy accessibility of car finance on the basis of affordable installments and interest rates have been the main driving forces behind the flourishing Indian car market.

Car Manufacturers in India:

Car manufacturing in India first began 1940s, earlier a couple of cars made by foreign technology manufacturers dominate the business. The future of car manufacturing in the India is bright. Sensing this, foreign car manufacturers like ford, Toyota, Hyundai, Suzuki, Honda and Skoda are spreading their base in the country.

Market opportunities:

The Indian Automobile market is expected to grow at a CAGR of 9.5 percent amounting to Rs.13,008 million by 2010. The commercial vehicle segment has been contributing to the automobile market to a great extend.

Many foreign companies have been investing in the Indian automobile market in various ways such as technology transfers, joint ventures, strategic alliances, exports, and financial collaborations. The auto market in India can boast of attractive finance schemes, increasing purchasing power, and launch of the latest products.

As such, the Indian automobile market comprises of a wide variety of vehicles such a light, medium and heavy commercial vehicles cars, scooters, mopeds, motor cycles, 3 wheelers and multi utility vehicles such as jeeps and tractors.

The future of Indian automobile market is bright as it looks forward to manufacturing and implementing new innovations such as electric cars as provided by Reva, Alternate fuels like CNG and LPG, and probably customized internet automobile orders.

Hyundai Motor

Hyundai Motor is a South Korea based car maker, placed sixth among the automobile makers in the world. Hyundai Motor India Limited (HMIL), its subsidiary, is the second largest and manufacturer in India. Some popular brands of Hyundai are Santro, Getz, Accent, Elantra, Sonata Embera and Tuscon. are the most successful brands of HMIL. For incorporating sustainable environment management practices, the company has been granted an ISO 14001 certification.

Hyundai Models

About the Company

Hyundai Motor Company (HMC), which came into being in 1967, is a division of Hyundai Kia Automotive Group, headquartered at Seoul, the capital of South Korea. The company operates the world's largest integrated automobile manufacturing facility at Ulsan in South Korea.

Hyundai Motor India Limited (HMIL), its wholly owned subsidiary in India, is the second largest car manufacturer in India. Currently the company markets more than 30 variants of passenger cars in six segments. Santro falls in the B segment, Getz in the B+, the Accent in the C segment, Elantra in the D segment, Sonata Embera in the E segment and the Tucson in the SUV segment.

During calendar year 2005, HMIL recorded combined sales of 252,851 with a growth of 17.26% over previous year. The company has rolled-out 1,000,000 cars in just 90 months since its inception and holds the distinction of being the largest exporter of passenger cars with exports of over Rs. 1,800 crores.

HMIL has entered into retail partnership with several Indian financial institutions like HDFC Bank, ICICI Bank, Mahindra Finance, Punjab National Bank and Sundaram Finance.

Hyundai Elantra

Called India's first performance Luxury Sedan, Hyundai Elantra has European style exterior and sleek design. The car boasts features like Advanced Brake Assist System, Electronic Brake Force Distribution, and Traction Control System. It has independent suspension system, making it intelligent enough to sense the temperature and ensuring athleticism on roads.

Hyundai Accent

Style, luxury, power and performance come together to make Hyundai Accent. Equipped with advanced engine technology and state of the art design & safety features, Hyundai

Accent is in a league of its own. Presence of independent suspension means that driving the Accent is smooth sailing.

Hyundai Getz

Hyundai Getz is a darling of its users. Fusion of space, comfort and technology makes Hyundai Getz the car it is. Primarily, the car was known for its European looks, but gradually, it has become more mature-looking. Carrying ideal blend of form and functionality, the car has always attracted appreciation.

Hyundai Santro Xing

Hyundai Santro Xing is known for its power efficiency and reliability. One of the most popular cars in hatchback segment, it is a cosmetic makeover on the previous model Hyundai Santro. Thanks to its added features, it is a favorite family car in India.

Hyundai Sonata Embera

Stylish looks, designed-for-India suspension system, and silent and powerful engine come together to make Hyundai Sonata Embera. A fifth generation car of Sonata, it is an upgrade on earlier luxury sedan. Having newly designed engine block, the car is known for its excellent pick-up and performance. The car is indeed a delight to drive.

Hyundai Terracan

Hyundai Terracan 2.9CRDT is a sturdy vehicle designed to operate off-road. The car has a majestic, brutish presence. It is an undeniably imposing car and riding it is a distinct experience. The driver can switch between two-wheeled and four-wheeled drive. Terracan is meant for rugged terrain and inclement weather, and it performs nicely on that front.

Hyundai Tucson

Tucson's large, versatile interior and five-year/60,000-mile basic warranty make it worth a serious look. It is a compact crossover SUV which shares its Elantra-based platform with the redesigned 2005 Kia Sportage. It is a five door vehicle and the driver can switch between two-wheeled and four-wheeled drive.

Hyundai Verna

Hyundai Verna is made distinct by its clean, modern and trendy texture, which makes it an object of panache. The car is rich in style and swift in movement, making it an elegant entity. It is a medium segment luxury sedan, and yet it projects a very sporty look on itself. Performing well in the domain of luxury, comfort and design,

1.2 REVIEW OF LITERATURE

Review-1

Outsourced After-Sales Service Contracting in Consumer Markets(2009)¹ The problem of how to effectively and efficiently increase customer satisfaction in outsourced after-sales services by contracting is discussed in this paper. In this setting, the uniqueness of the problem is that the service provider serves both the principal's customers and his own with the same facilities. Firstly, customer waiting time is chosen to be the effective indicator of customer satisfaction. Then, through theoretical modeling, three kinds of after-sales service outsourcing contracts in consumer markets are analyzed and compared: 1) "fixed-reimbursements" in the current practice, 2) "performance-based", and 3) "cost-sharing". It is proved that: The first type of contract is effective only when the service provider is risk-averse and the arrivals of the two types of customer are correlated; under the risk-neutral assumption, the latter two contract forms are effective to overcome the moral hazard issue, but the first-best solution could only be achieved under the performance-based contract.

Review-2

Benchmarking the Performance of the Technical Services Department of an Automotive Battery Company(2010)² The Technical Services Department or TSD is responsible for after-sales service, warranty issuance, and customer service. They represent the service arm of the company that is constantly in contact with the dealers and the customers. To assess their performance, the department conducted their first dealer satisfaction survey. The survey consisted of dealers that attended the TSD training, divided into two independent groups – the Metro Manila dealers and dealers outside Metro Manila or provincial dealers. The results revealed that 89 percent of the Metro Manila dealers that attended the training are satisfied with the services of the TSD. On the other hand, 85 percent of the provincial dealers that attended the training are satisfied with the services of TSD. Both the respondents from Metro Manila and provinces hit the generally accepted level of dealer satisfaction set by NADA. Benchmarking the strengths of the department revealed that the

¹**Author:** Wei Zhang Tsinghua University,**Source:** POMS Conference

² **Author:** Raymond Obdianela Macalinao

TSD's overall customer service is "very good." One of the weaknesses of the TSD according to Metro Manila dealers that attended the training is that TSD must improve their logistical capacity to pick-up defective batteries and to deliver new batteries. For the provincial dealers that attended the training, the TSD lacks frequent visits. A pareto chart was created to summarize the issues that the department must act upon. For the Metro Manila dealers that attended the training, providing warranty limitation and replacement chart is that number 1 issue while more training and more visitations are the number 1 issues for provincial dealers that attended the training.

Review 3

Effects of Customer Services Efficiency and Market Effectiveness on Dealer Performance(March 2008)³ Market orientation is positively associated with performance of dealers in terms of customer service quality, growth in sales and increase in market share. This paper aims at analyzing the impact of market orientation strategies and performance of customer services on customer acquisition, retention and sales of automobiles, which reveals overall performance of the automobile dealers in Mexico. Discussion in the paper also comprehends understanding on customer-dealer relationship in the automobile market segment referring to the key factors which establish services quality encompassing tangibility, responsiveness, trust, accuracy and empathy. The results of the study reveal that the customers perceive better quality of the relationship in a given frame of functions that are performed effectively by the dealer lowering the extent of conflicts thereof. High conformance quality services of dealers and value added customer relationship to offer high customer satisfaction develop life time customer value and strengthen the customer-dealer relationship.



P-3196

³ Author: Dr. Rajagopal

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Review 4:

Performance measurement of the after-sales service network—Evidence from the automotive industry(4 June 2007)⁴ The after-sales activities are nowadays acknowledged as a relevant source of revenue, profit and competitive advantage in most manufacturing industries. Top and middle management, therefore, should focus on the definition of a structured business performance measurement system for the after-sales business. In addition, since many actors are involved along the after-sale service supply chain, an integrated and multi-attribute set of measures needs to be designed consistently at every level of the supply chain. Nonetheless, little attention was devoted by scientific and managerial literature to this topic. The paper aims at filling this gap, and proposes an integrated framework for the after-sales network performance measurement, and provides an empirical application to two automotive case companies and their official service network. The cases show that performance measurement systems of different supply chain actors should be aligned in order to achieve strategic consistency. In particular, the performance of different actors at the process level of the framework concurs in determining the after-sales service overall performance towards the final customer. In addition, linkages at other levels (mainly the business and activity ones) may be needed or helpful in ensuring consistency between strategic and operational objectives, inside the organisations and thus for the whole supply chain.

⁴ **Authors: Paolo Gaiardelli , Nicola Sacconi and Lucrezia Songini** Department of Industrial Engineering, Università di Bergamo, Viale Marconi 5-24044, Dalmine, Italy. Department of Mechanical and Industrial Engineering, Università di Brescia, Via Branze 38-25123, Brescia, Italy. Department of Accounting and Finance, Università Commerciale Luigi Bocconi, Via Sarfatti 25-20136, Milano, Italy

Review 5:

Achieving brand and dealer loyalty: the case of the automotive industry(2001)⁵

The analysis shows that customer satisfaction can be considered the central determinant in all phases of the contact chain. Multi-dimensional recording of customer loyalty reveals clear differences in the interactions, first, with brand loyalty and, second, with dealer loyalty. In contrast to the opinion widely held in practice, customers in the automotive sector definitely do not perceive the brand and the dealer as one unit. Since similar studies in different countries come to almost the same conclusions, it can be argued that the results are valid in several cultural settings. The results obtained are so fundamental that they can be translated into implications even by internationally operating companies.

Review 6

Exploring the relationship between after-sales service strategies and design for X methodologies(2008)⁶ The transition from a product manufacturer into a service provider constitutes a major managerial challenge for companies. It requires new organisational principles, structures and processes, which encompass the whole product life cycle, from its concept and design to its dismissal. The purpose of this paper is to evaluate how design for X (DFX) methodologies and practices can consistently enable the achievement of the

⁵ **Authors:** Frank Huber ;Andreas Herrmann **Source:** The International Review of Retail, Distribution and Consumer Research, Volume 11, Issue 2 April, pages 97 - 122

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objectives of specific after-sales strategic profiles, by encompassing those distinctive features which can at best fulfil the customer's requirements and expectations throughout the product life cycle usage. A model is proposed in order to relate after-sales strategies with 'DI' methodologies. The description of two industrial case studies provides a pragmatic insight into the opportunities coming out from a consistent relation between after-sales strategies and product development practices.

Review: 7

Point of Sales Promotions and Buying Stimulation in Retail Stores(July 1, 2008)⁷

This paper analyzes drivers of compulsive buying behavior induced by store based promotion through empirical investigation in Mexico. The buying behavior in reference to point of sales promotions offered by retailing firms and determinants of sensitivity towards stimulating shopping arousal and satisfaction among customer in building store loyalty have been discussed in the paper. This study also builds arguments around convergence of attractiveness of point of sales promotions and effectiveness of customer services as a tool for gaining competitive advantage in the retail business environment. The results indicate that point of sales promotion programs have become the principal tool of retailing in Mexico to acquire new customers and retain the loyal customers. It is also found during the study that loyal customers are attracted to the store brands during the promotional offers while new shoppers are price sensitive and are attracted by the in-store ambience of sales promotions and volume discounts.

Review :8

Examining the Effect of Salesperson Service Behavior in a Competitive Context(2007)⁸

While few scholars debate the importance of doing things to improve the quality of the

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buyer-seller relationship, little is known about what salespeople can do after the point of the initial sale to enhance customer satisfaction and trust. On the basis of extensive exploratory interviews across professional selling domains, this research develops a set of behaviors, referred to here as “salesperson service behaviors.” Using data gathered from 358 customers, the authors empirically demonstrate the effect of these behaviors on customer satisfaction and trust and, ultimately, on an objective measure of customer share of market. The authors develop a competitive model that uniquely features customer evaluations of competing sales representatives. The results indicate that these salesperson service behaviors are important in building trust and customer satisfaction, which in turn lead to increases in customer share of market.

Review 9

An Exploratory Study of the Impact of e-Service Process on Online Customer Satisfaction(January 2006)⁹ Although extensive academic research has examined the dynamics of interpersonal interactions between service providers and customers, much less research has investigated customer service encounters through technological interfaces such as the Web in electronic commerce transactions. Corporate websites have become an important point of contact with customers for many companies. Service has been described as one of the most important attributes for online business to influence traffic and sales. However, more research is needed to understand how web-based technological capabilities of the services affect customer evaluations of service value and how to determine the technological capabilities embedded in the e-service for customer satisfaction. In this paper, we propose viewing the interface between online buyers and sellers through the lens of service management in order to identify and explain possible determinants of online customer satisfaction. A company's website is considered its electronic Service Delivery System (eSDS). We look at this eSDS from its process point of view and examine how an eSDS affects customer satisfaction. Our findings indicate that as the eSDS process improves, a

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Source: Journal of the Academy of Marketing Science, Vol. 35, No. 4, pp. 603-616. ,

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customer's perception of the website's ease of use increases, leading to increased service value and perceived control over the process, which increases customer satisfaction. The research provides evidence that the technological capabilities embedded in the website processes are an important factor in determining service quality and ultimately online customer satisfaction.

Review 10

High Touch Through High Tech: The Impact of Salesperson Technology Usage on Customer Satisfaction and Sales Performance(2008)¹⁰ Sales technology has been touted as a primary tool for enhancing customer relationship management. However, empirical research is sparse concerning the use of information technology (IT) and its effects on the relationship between salespersons and customers. Using an interdisciplinary research approach, we extend task technology-fit (TTF) theory by examining the mechanisms through which use of IT by the sales force influences salesperson performance. We test a model that incorporates salespersons' customer service, attention to personal details, adaptability, and knowledge - key marketing constructs that could mediate IT's impact on salesperson performance. Results in a pharmaceutical sales setting indicate that IT use can improve customer service and salespersons' adaptability, leading to improved sales performance.

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Source: Management Science, Vol. 54, No. 4, pp. 671-685

1.3 OBJECTIVES OF THE STUDY

Primary Objective

- To study the customers satisfaction towards the after sales service with special reference to the Suryabala Hyundai.

Secondary Objective

- To study about the effectiveness of service quality
- To know about the customer's expectation towards service
- To identify the various factors affecting the service quality
- To provide the suggestions to improve the service quality

1.4 NEED FOR THE STUDY

To understand the customer's expectation on a product and to achieve the expectation is vital for any company. Understanding of expectations starts with the perception of the end users over the product. Market research is a key strategy in understanding the customer's behavior. Hence the organization needs to understand the market potential and consumer's preference to serve them better. Analyzing the attributes can strike a deeper chord of empathy to the company with its customers.

1.5 SCOPE OF THE STUDY

- A Hyundai passenger car is one of the most popular cars in its segment. Providing good power efficiency, reliability and long life for the vehicle to the customers is the pre-requisite for Hyundai motors.
- Active intelligence technology delivers good mileage and power. Suspension with stabilizers helps in providing better control on the road.
- Distributor less ignition system (DIS) provides better fuel efficiency, less emission and more power, with less maintainable cost requirement.
- The expletory research method helps the research to know the perception of the customers to develop the product performance.
- The study will give insight on the various parameters to be improved, which will enable the product effectiveness in the market.

1.5 RESEARCH METHODOLOGY

Research Design:

A research design is the assessment of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. Descriptive research design was used for the research for data collection.

Sources of Data:

Primary and secondary data has been used for the purpose of the study. The primary data was collected by means of questionnaire and discussions with the respondents. The secondary data was collected from office records, magazines, journals and websites for the analysis purpose.

Sampling Technique:

The researcher has adopted Simple Random Sampling method in choosing the samples.

Sample Size:

The sample size is 100 for the present study.

Tools for data collection:

The research instrument is the means and methods through which data are collected. For the purpose of this study, structured questionnaire was used.

Statistical tools:

The statistical tools used for the present study are:

- Percentage Analysis
- Weighted average method

1.6 LIMITATIONS OF THE STUDY

- The study undertaken is confined to only the customers of Suryabala Hyundai Pvt Ltd and need not necessarily be applicable to other customers.
- Some respondents are non co-operative as they do not respond to the questionnaire.
- The researcher has limited time.

*ORGANIZATIONAL
PROFILE*

CHAPTER-2

2. ORGANISATION PROFILE

Suryabala Hyundai

Suryabala Hyundai is an authorized Dealer certified by Hyundai Motor India Ltd. (HMIL) for Coimbatore and surrounding Districts. The Company started its operations in March - 2007 and has been selling approx. 125 cars per month. We have been highly appreciated for our service and customer care by our customers and have won many accolades from our Principals. We are committed to achieving total customer satisfaction by providing quality service and a completely fulfilling experience to all our customers. We ensure that our products are environmentally friendly in a variety of ways.

Services

Suryabala Hyundai workshop is equipped with 'state of the art' diagnostic tools to enable us to give you the very best services and repair facilities. We have skilled and experienced personnel who are able to give advice on a large range of technical problems that you may be experiencing with your vehicle. Suryabala Hyundai have fully equipped workshop with all state of the art equipment for cost effective testing and repairing of your vehicle to the highest safety standards.

Machineries in our workshop

- **Computerized Scanning Machines**

Most CT machines are built to scan organic tissue, usually live human beings. Recently a friend of mine who develops and builds special CT machines made for diagnosing engine defects gave me some films of scans he had done on several vehicles.

- **Computerized Four Wheel Aligner**

Wheel alignment is part of standard automobile maintenance that consists of adjusting the angles of the wheels so that they are set to the car maker's specification. The purpose of these adjustments is to reduce tire wear, and to ensure that vehicle-travel is straight and true (without "pulling" to one side). Alignment

angles can also be altered beyond the maker's specifications to obtain a specific handling characteristic. Motorsport and off-road applications may call for angles to be adjusted well beyond 'normal' for a variety of reasons.

- **Computerized Wheel Balancer**

A computerised wheel balancer. This high performance wheel balance machine is for balancing all types of wheels,

- **Robin Air - A/c Gas Recovery and Recharging**

The Robinair 34700z has been designed entirely with ease of use in mind. Simple operation without compromising on the accuracy that is required in order to get the best quality results are the defining goals of this particular air conditioning recharger, and it comes complete with all the diagnosis equipment that is needed to carry out the task of servicing the AC of a vehicle with minimal input from the operator.

- **Exhaust Gas Analyzer**

These instruments find their extensive application in industries for the detection of gas and monitoring the emission.

- **Engine-Decarbonising Machines**

Jetage Garage Equipments offers Engine Decarbonising Machine with Semi Automatic Pressure Control. Jetage Garage Equipments manufactures Wheel Alignment Machine, Computerised Video and Digital Display Wheel Balancers, Nitrogen Generators,

- **Auto Robot Crash Repair Systems**

This bench is unique in the industry. Total-vehicle accessibility makes measuring of all structures - chassis, frame, suspension, under the hood, fenders, even the roof - easy and accurate. Modular components keep the system from being cumbersome and bulky, making it a snap to set up and store away. Lightweight aluminum beams clamped to the straightening bench on either side of the vehicle are

the support for both the chassis measuring bridges and our unique upper body measuring arch.

- **Paint Booth with computerized paint mixer**

Paint Booth Technologies provides the highest quality paint booths for your application. Our spray booths are for every business style and every task type. Whether your application is unique or standard, our paint booths will meet your requirements.

- **Spot Dent Remover**

Dents are most often repaired using a drill, dent puller, grinder and other tools. Dents that have no paint missing and no chips or cracks can sometimes be repaired partially or completely by using paintless dent repair techniques.

- **Injector Testers**

The performance of a diesel engine depends a great deal on the correct and accurate setting of its fuel injection pump.

Types of Car's available in Suryabala Hyundai

- Hyundai Santro Xing
- Hyundai Getz Prime
- Hyundai Accent
- Hyundai Verna
- Hyundai Elantra
- Hyundai Sonata
- Hyundai Tucson

*ANALYSIS AND
INTERPRETATION*

CHAPTER-3

3. Analysis and Interpretation

3.1 AGE OF THE CUSTOMER:

Table 3.1

Age of the Customer

Age	No. Of respondents	Percentage of respondents
20-30	23	23.0
30-40	44	44.0
40-50	16	16.0
above 50	17	17.0
Total	100	100.0

Source: Primary Data

Interpretation

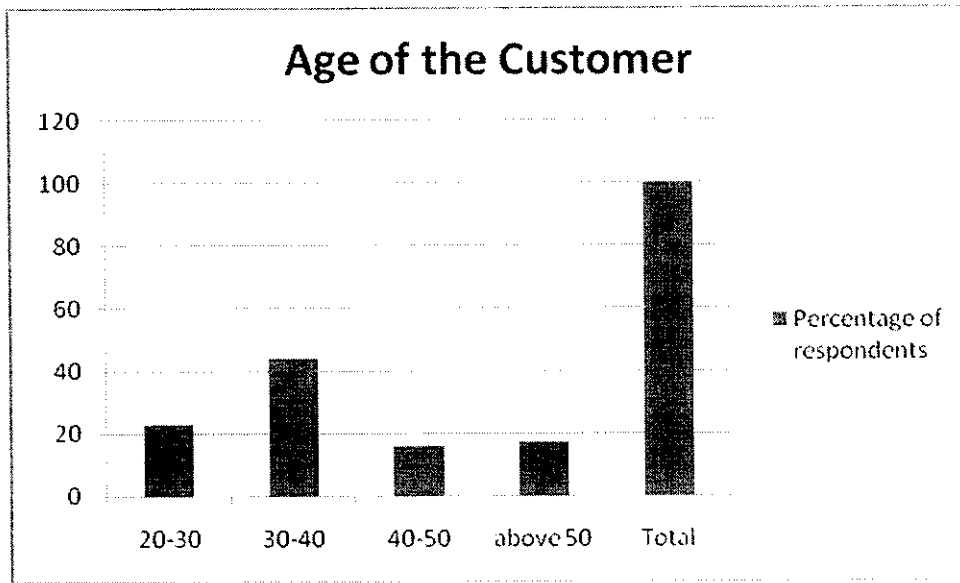
From the table it is inferred that the customer with age above 50 are 17% of the customer. 16% of them are in the age group of (40-50), 44% of them are in the age group of (30-40) and 23% of them are in the age group of (20-30).

Inference:

From the above percentage analysis maximum no. of respondents of the customer are in the age of (30-40).

3.1 AGE OF THE CUSTOMER:

Chart 3.1



3.2 GENDER OF THE CUSTOMER

Table 3.2
Gender of the customer

Gender	No. Of respondents	Percentage of respondents
Male	83	83.0
Female	17	17.0
Total	100	100.0

Source: Primary Data

Interpretation

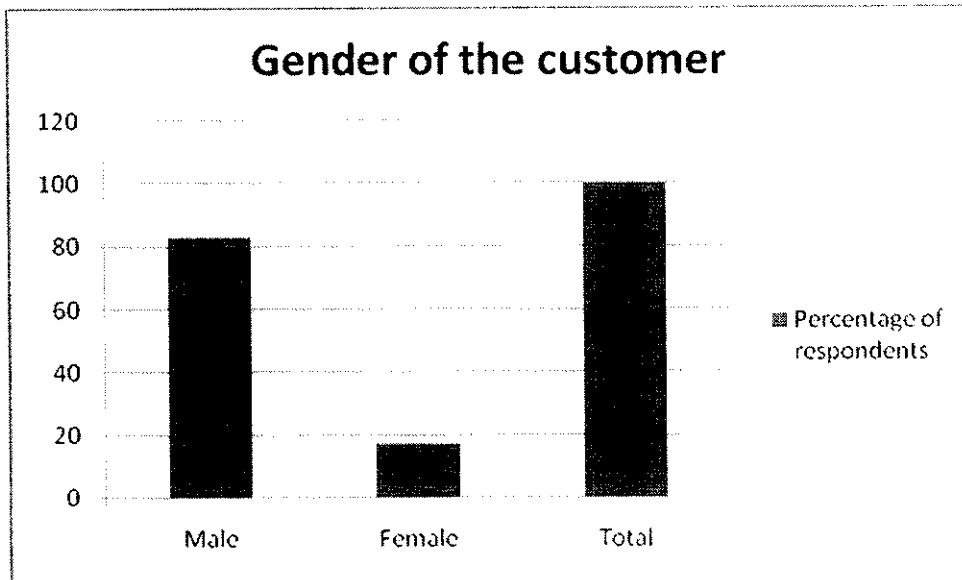
From the table it is inferred that the 83% of the customer are male and 17% of the customer are female.

Inference:

From the above percentage analysis most of the customers are in male.

3.2 GENDER OF THE CUSTOMER

Chart 3.2



3.3 OCCUPATION OF THE CUSTOMER

Table 3.3

Occupation Of The Customer

Occupation	Frequency	Percent
business man	34	34.0
Professional	33	33.0
Non-professional	33	33.0
Total	100	100.0

Interpretation

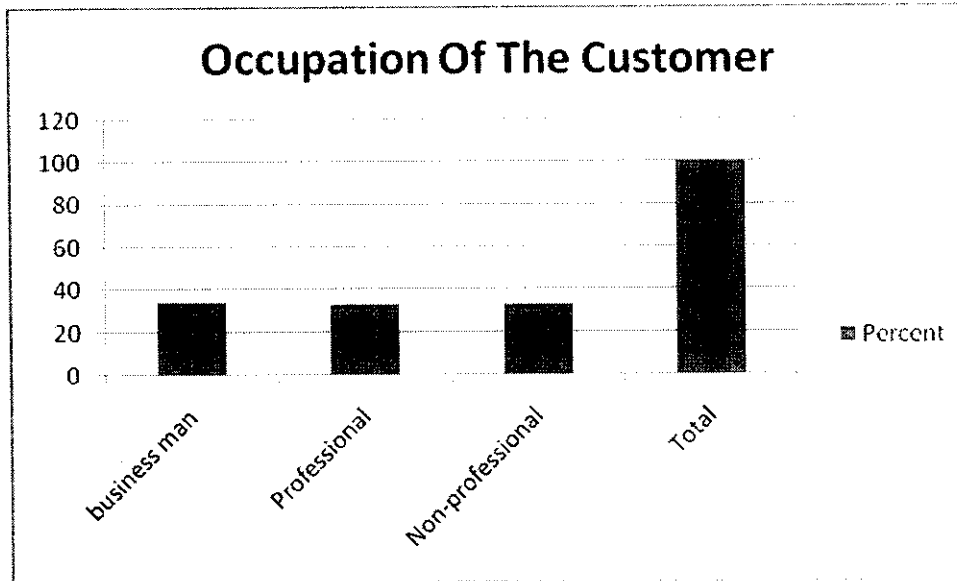
From the table it is inferred that the occupation of the customer 33% of the customer belonging to professional, 34% of them belong to business man, 33% of them were belong to non- professional.

Inference:

From the above table it infers that most of customers belonging to business man.

3.3 OCCUPATION OF THE CUSTOMER

Chart 3.3



3.4 INCOME OF THE CUSTOMER

Table 3.4

Income of the customer

Income	Frequency	Percent
Less than 15000	7	7.0
15000-25000	12	12.0
25000-35000	13	13.0
35000-45000	35	35.0
more than 45000	33	33.0
Total	100	100.0

Interpretation:

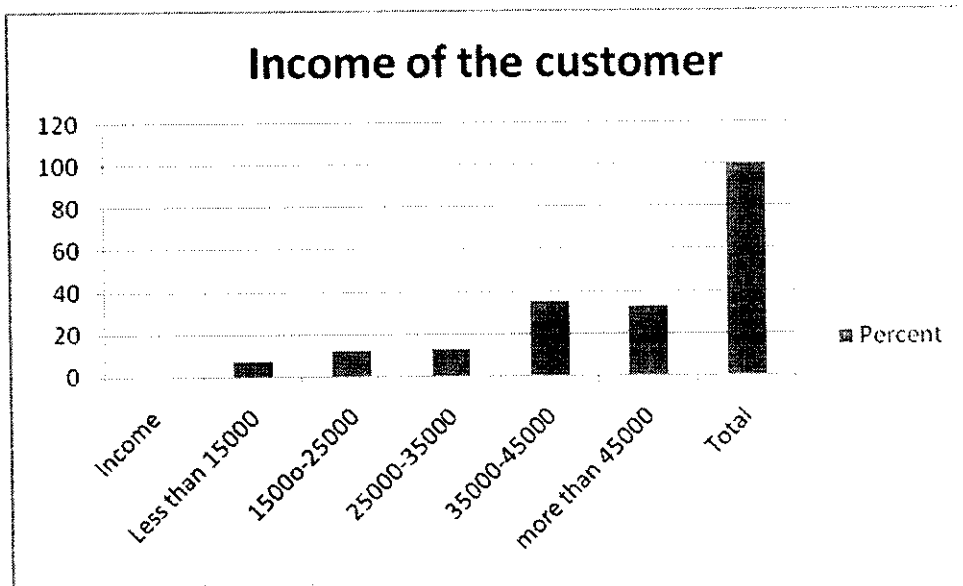
From the above table it refers that 35% of the customer were getting 35000-45000, 33% of the customer getting more than 45000.

Inference:

Nearly to the half of the customer were getting salary up to 35000-45000 were buying cars.

3.4 INCOME OF THE CUSTOMER

Chart 3.4



3.5 TYPE OF CAR BUY IN SURYA BALA SHOWROOM

Table 3.5
Type Of Car Buy In Surya Bala Showroom

Type of car	No. of respondents	Percentage of respondents
santro Xing	29	29.0
Verna	3	3.0
Getz	24	24.0
I10	29	29.0
I20	10	10.0
Others	5	5.0
Total	100	100.0

Interpretation:

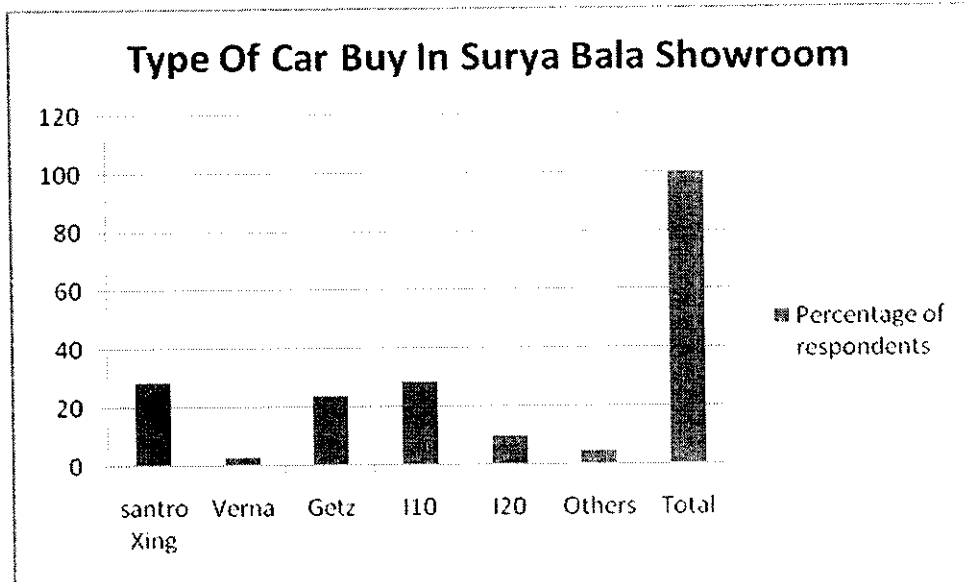
From the above table it infers that 29% of them were buying santro Xing and i10, remaining 24% of the customers were buying getz, 10% of them buying i20, 5% of them were buying other cars and 3% of them buying Verna.

Inference:

Mostly customers are buying either santro Xing or i10 in this showroom

1.5 TYPE OF CAR BUY IN SURYA BALA SHOWROOM

Chart 3.5



3.6 HOW DO YOU KNOW ABOUT THIS SHOWROOM

Table 3.6

Show room	Frequency	Percent
Friends	12	12.0
Relatives	10	10.0
Advertisements	58	58.0
your own	3	3.0
workers in the showroom	17	17.0
Total	100	100.0

Interpretation:

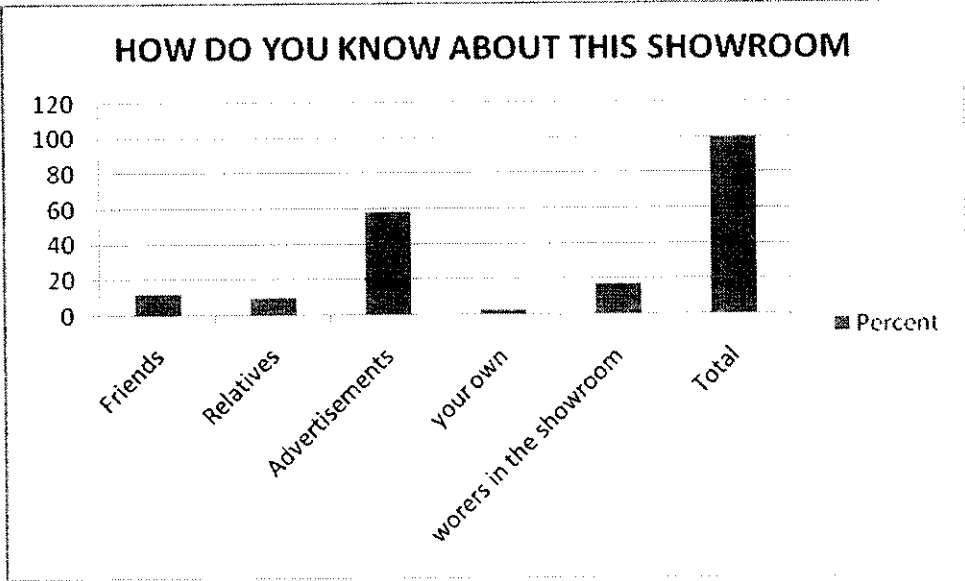
From the above table it infers that 58% of the customers were known through advertisement, 17% of the customers through workers in the showroom, 12% of the customer though their friends, 10% of the customer through relatives and 3% of the customers by their own.

Inference:

From the table more than half of the customers are known through the advertisements.

3.6 HOW DO YOU KNOW ABOUT THIS SHOWROOM

Chart 3.6



3.7 WHERE DID YOU BUY YOUR CAR

Table 3.7

Where Did You Buy Your Car

Buy	Frequency	Percent
Chandra Hyundai	16	16.0
other city	16	16.0
other state	19	19.0
surya bala	49	49.0
Total	100	100.0

Interpretation:

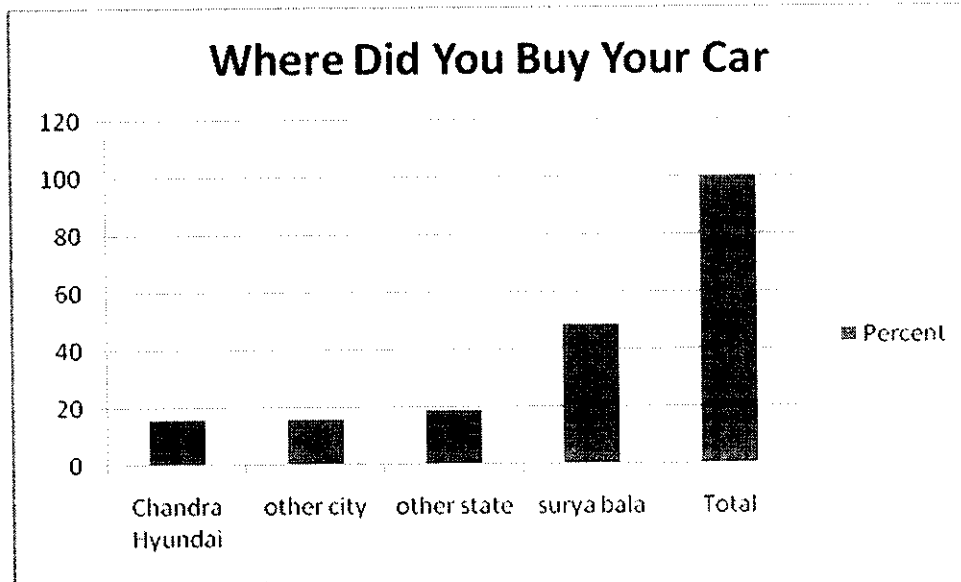
From the above table it infers that 49% of the customers are buying in surya bala Showroom, 19% of the customer are buying through other state, 16% of the customer are buying in Chandra Hyundai and in other city.

Inference:

Most of the customers are buying their cars in surya bala showroom.

3.7 WHERE DID YOU BUY YOUR CAR

Chart 3.7



3.8 WORKERS IN THE SERVICE DEPARTMENT ARE WILLING TO LISTEN TO YOUR INDIVIDUAL POINT OF VIEW

Table 3.8
Workers in the service department are willing to listen to your individual point of view

Workers	Frequency	Percent
very good	20	20.0
Good	28	28.0
Moderate	19	19.0
Poor	13	13.0
very poor	20	20.0
Total	100	100.0

Interpretation:

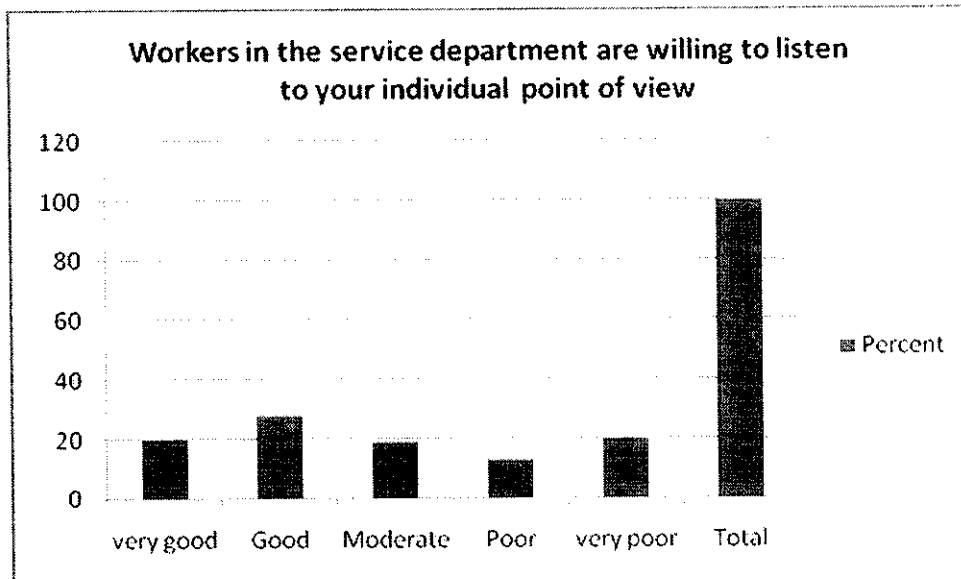
From the above table it inferred that workers in this showroom respond to the customers needs are 28% of them were satisfied, 19% of them were in moderate state, 20% of them were dissatisfied their responsibilities

Inference:

Workers in surya bala showroom shows their respond to the customers needs are highly satisfied.

3.8 WORKERS IN THE SERVICE DEPARTMENT ARE WILLING TO LISTEN TO YOUR INDIVIDUAL POINT OF VIEW

Chart 3.8



3.9 OPINION ABOUT FREE SERVICE

TABLE 3.9
Opinion About Free Service

Service	Frequency	Percent
very good	20	20.0
Good	29	29.0
Moderate	15	15.0
Poor	19	19.0
very poor	17	17.0
Total	100	100.0

Interpretation:

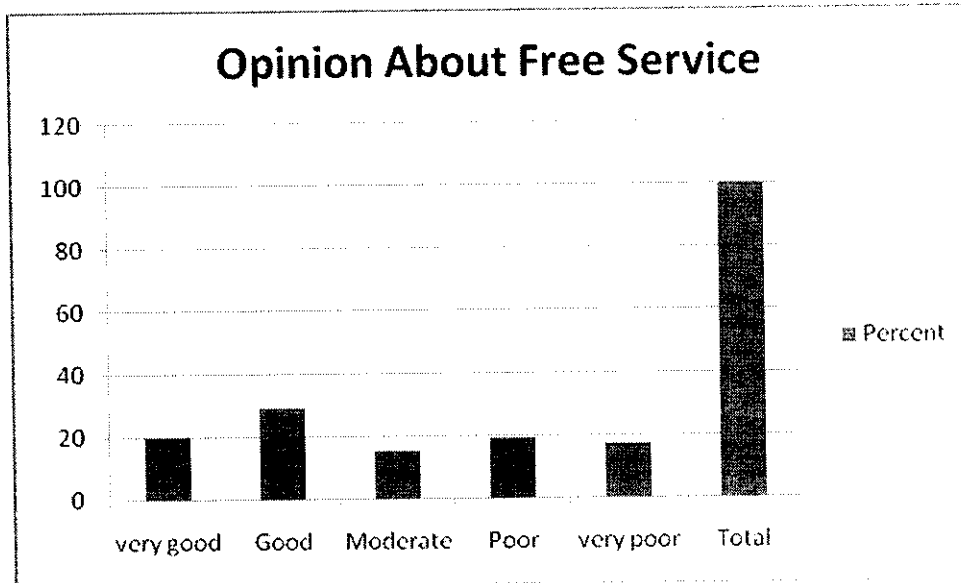
From the table it inferred that, 29% of the customers were suggesting that the service are good, 20% of the customers are suggesting that the service are very good, 19% of the customers are suggesting that the service are poor.

Inference:

From the above table it infers that more no. of the customers are satisfied their service in this showroom.

3.9 OPINION ABOUT FREE SERVICE

Chart 3.9



3.10 OPINION ABOUT PAID SERVICE

Table 3.10
Opinion About Paid Service

Paid service		
Paid service	Frequency	Percent
very good	27	27.0
Good	24	24.0
Moderate	23	23.0
Poor	16	16.0
very poor	10	10.0
Total	100	100.0

Interpretation:

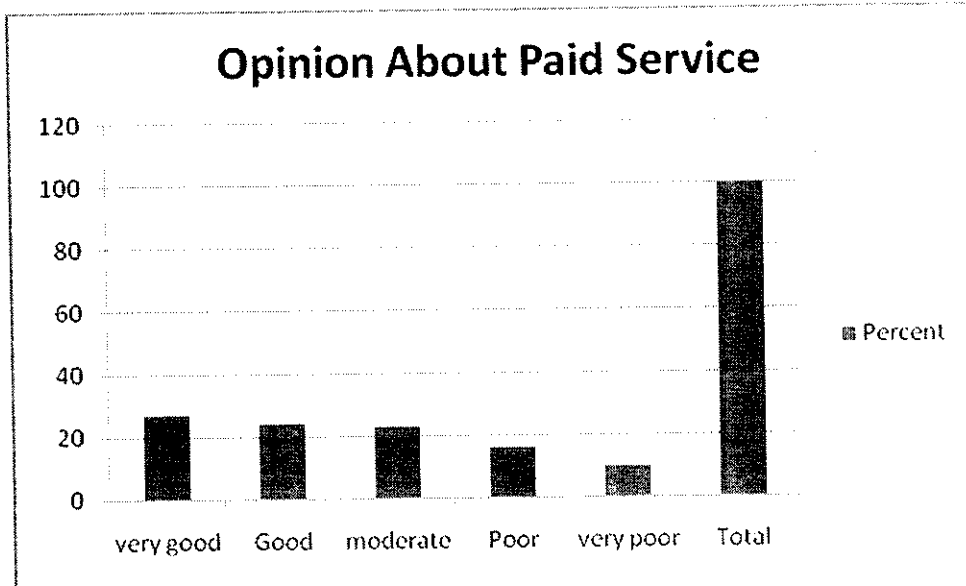
From the table it inferred that, 27% of the customers said paid service is very good, 24% of the customers said paid service is good and 23% of the customers were satisfied moderately.

Inference:

From the table it infers that the customers are nearly satisfied for the paid service.

3.10 OPINION ABOUT PAID SERVICE

Chart 3.10



3.11 NUMBERS OF PAID SERVICES YOU HAVE BEEN MADE

Table 3.11
Number of Paid Services You Have Been Made

No. of paid service	Frequency	Percent
less than 2	13	13.0
3 to 7	15	15.0
8 to 12	62	62.0
above 15	10	10.0
Total	100	100.0

Interpretation:

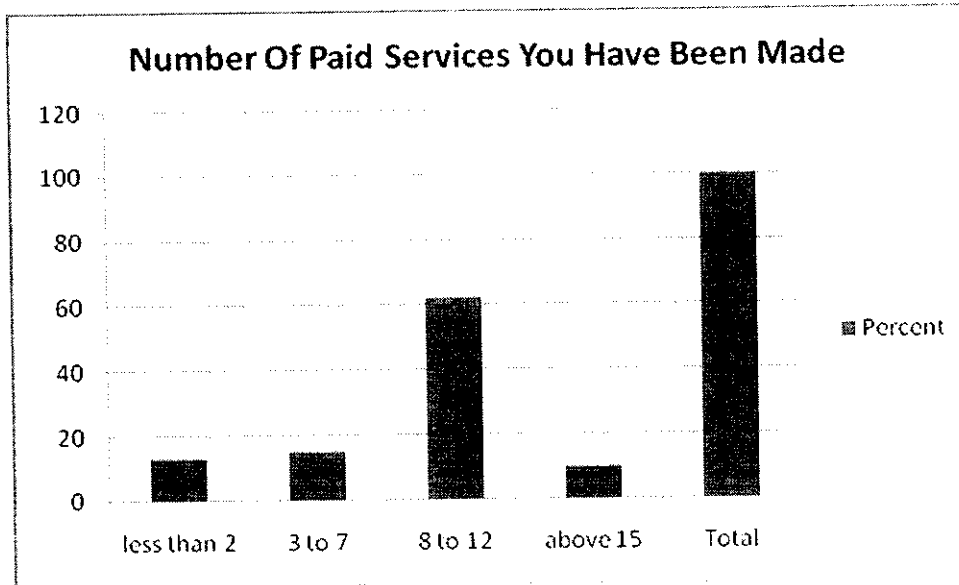
From the above table it inferred that, 62% of the customer are done their service by paid for about 8 to 12 times, 15% of the customers were done their project for about 3 to 7 times, 13% of the customers done their paid service for less than 2 times, 10% of the customer

Inference:

From the table it refers that more than 8 to 12 time the service had been done through paid service.

3.11 NUMBERS OF PAID SERVICES YOU HAVE BEEN MADE

Chart 3.11



3.12 FLEXIBLE SERVICE IS PROVIDED TO MEET YOUR INDIVIDUAL NEED

Table 3.12

Flexible Service Is Provided To Meet Your Individual Need

Flexible service	Frequency	Percent
Strongly disagree	16	16.0
Disagree	20	20.0
Neutral	40	40.0
Agree	11	11.0
strongly agree	13	13.0
Total	100	100.0

Interpretation:

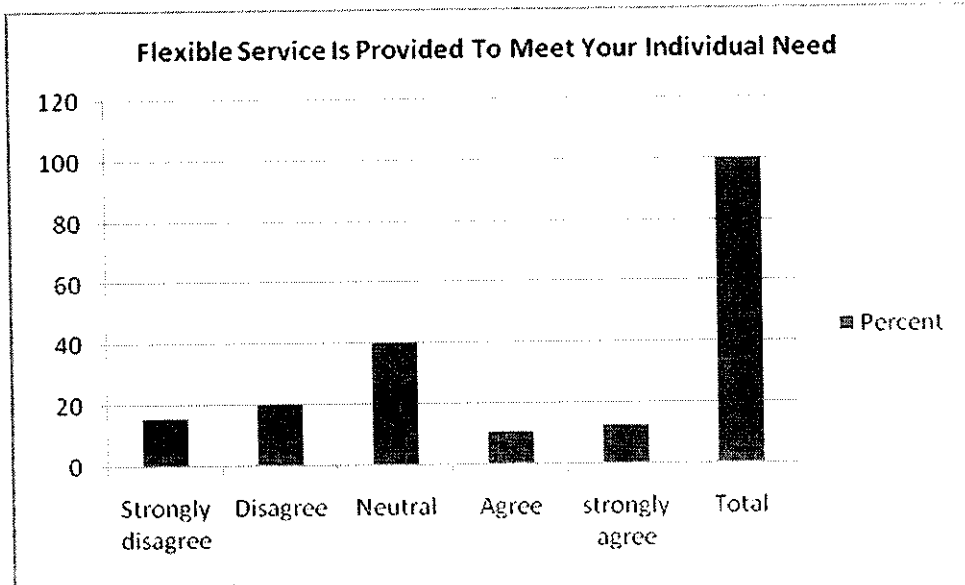
From the above table it inferred that 36% of the customers were disagree their needs for the service, 40% of them were agree some satisfaction for the service, 24% of them were agree the satisfaction about the service in the surya bala showroom.

Inference:

Nearly half of the customers are disagree the service done in surya bala showroom.

3.12 FLEXIBLE SERVICE IS PROVIDED TO MEET YOUR INDIVIDUAL NEED

Chart 3.12



3.13 OPINION ABOUT THE COST OF SPARE PARTS

TABLE 3.13

Opinion About The Cost Of Spare Parts

Spare parts	Frequency	Percent
very good	20	20.0
Good	28	28.0
Moderate	19	19.0
Poor	13	13.0
very poor	20	20.0
Total	100	100.0

Interpretation:

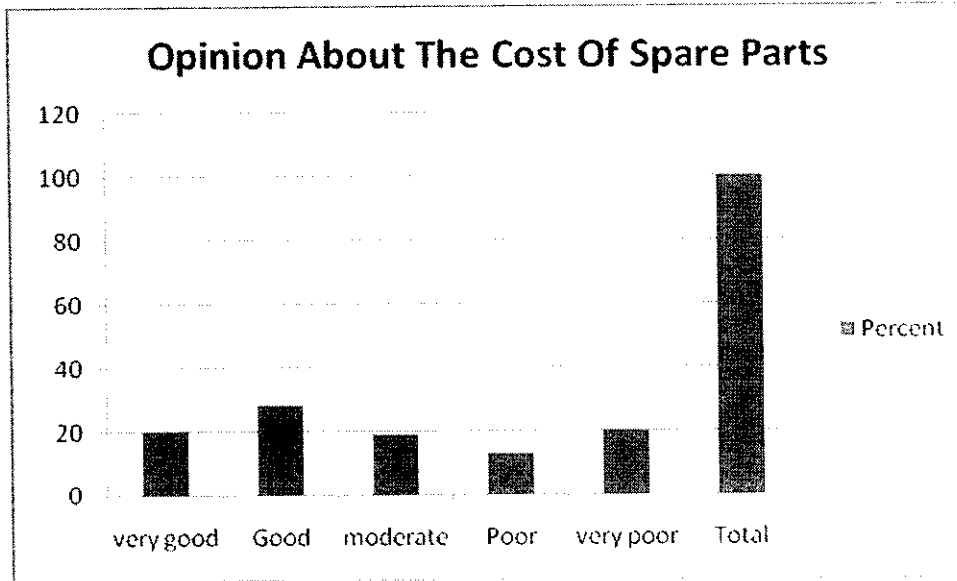
From the above table it inferred that 48% of the customer said the cost of the spare parts is good, 33% of the customer said that the cost of the spare parts is good, 19% of the customer said that cost is up to moderate.

Inference:

In the above table it infers that cost of the spare parts is satisfied in this surya bala showroom.

3.13 OPINION ABOUT THE COST OF SPARE PARTS

Chart 3.13



3.14 FEEL ABOUT CUSTOMER SERVICE TO YOU

TABLE 3.14

Feel About Customer Service To You

Customer service	Frequency	Percent
very good	20	20.0
Good	32	32.0
Moderate	19	19.0
Poor	13	13.0
very poor	16	16.0
Total	100	100.0

Interpretation:

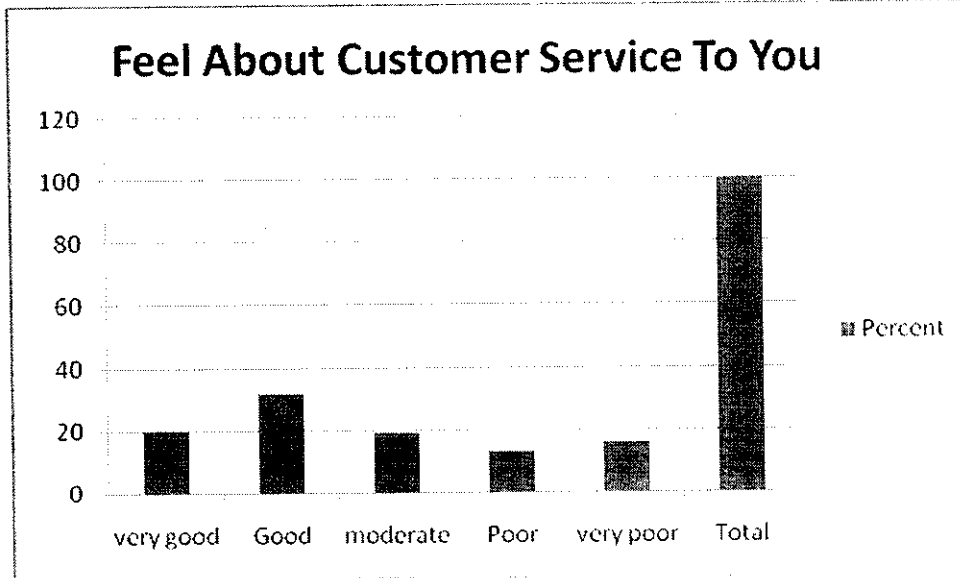
From the above table it infers that 32% of the customer service is good, 19% of the customer service feels moderate in surya bala show room, 13% of the customer service feels poor in this showroom.

Inference:

From this table it infers that customer service feels good in surya bala showroom.

3.14 FEEL ABOUT CUSTOMER SERVICE TO YOU

Chart 1.14



3.15 WORKING PERFORMANCE OF YOUR VEHICLE AFTER SERVICE IN SURYABALA

TABLE 3.15

Working performance of your vehicle after service in surya bala

Performance		
Performance	Frequency	Percent
Yes	71	71.0
No	29	29.0
Total	100	100.0

Interpretation:

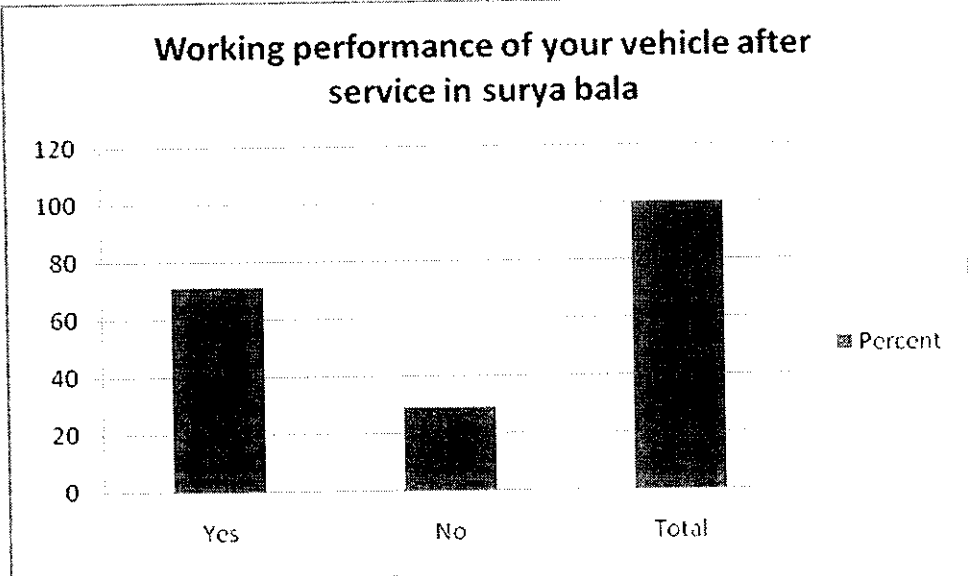
From the table it inferred that 71% of the customers say performance of the vehicle after service feels good and others are dissatisfied about the performance.

Inference:

Customer says performance after service is good in surya bala service

3.15 WORKING PERFORMANCE OF YOUR VEHICLE AFTER SERVICE IN

Chart 3.15



3.16 FEEL ABOUT SERVICE COST

TABLE 3.16
Feel About Service Cost

Service cost	Frequency	Percent
very high	28	28.0
Low	2	2.0
Reasonable	56	56.0
High	14	14.0
Total	100	100.0

Interpretation:

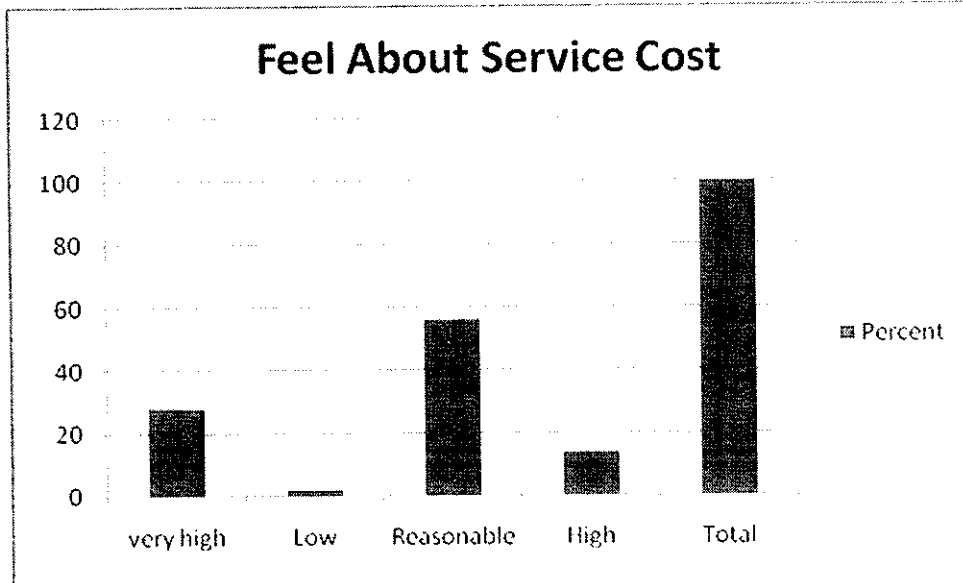
From the above table it inferred that the opinion about the service cost in surya bala showroom, 56% of the customer said that they are reasonable, 28% of the customer gives their opinion about the cost is very high, 14% of the customer says it high and 2% say cost is low

Inference:

Most of the customer says their opinion about the service cost for the vehicle is reasonable

3.16 FEEL ABOUT SERVICE COST

Chart 3.16



3.17 PROPER SERVICE TO THE VEHICLE AT THE RIGHT TIME

TABLE 3.17
Proper Service To The Vehicle At The Right Time

Proper service	Frequency	Percent
Yes	71	71.0
No	29	29.0
Total	100	100.0

Interpretation:

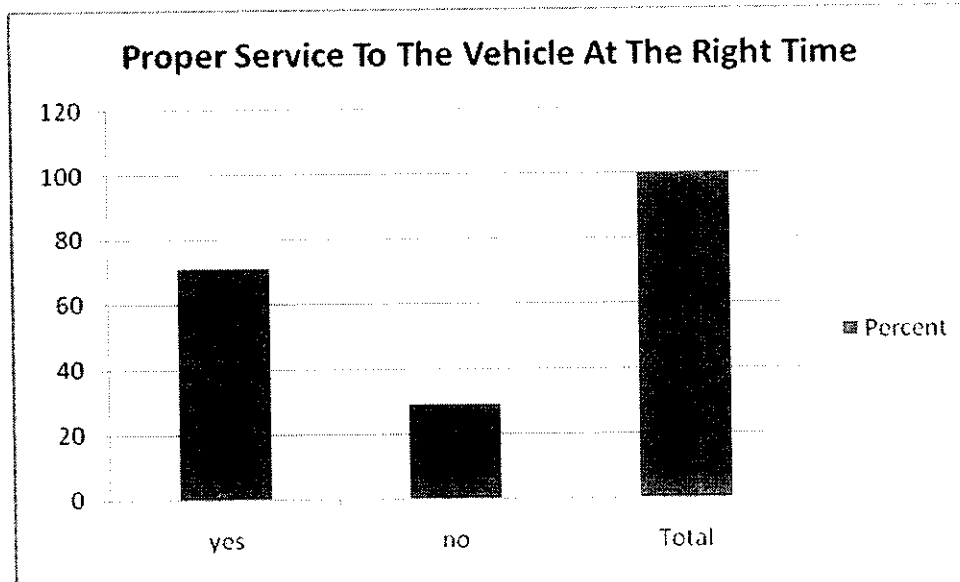
From the table it inferred that the customer can received proper service to the vehicle at the right time, 71% of them were satisfied for the service and 29% of them were dissatisfied about the service.

Inference:

Nearly three forth of the customer says that services are given in right time.

3.17 PROPER SERVICE TO THE VEHICLE AT THE RIGHT TIME

Chart 3.17



3.18 INFORMATION IS PROVIDED TO YOU IN CORRECT TIME

TABLE 3.18
Information Is Provided To You In Correct Time

Information	Frequency	Percent
very good	18	18.0
Good	20	20.0
moderate	37	37.0
poor	12	12.0
very poor	13	13.0
Total	100	100.0

Interpretation:

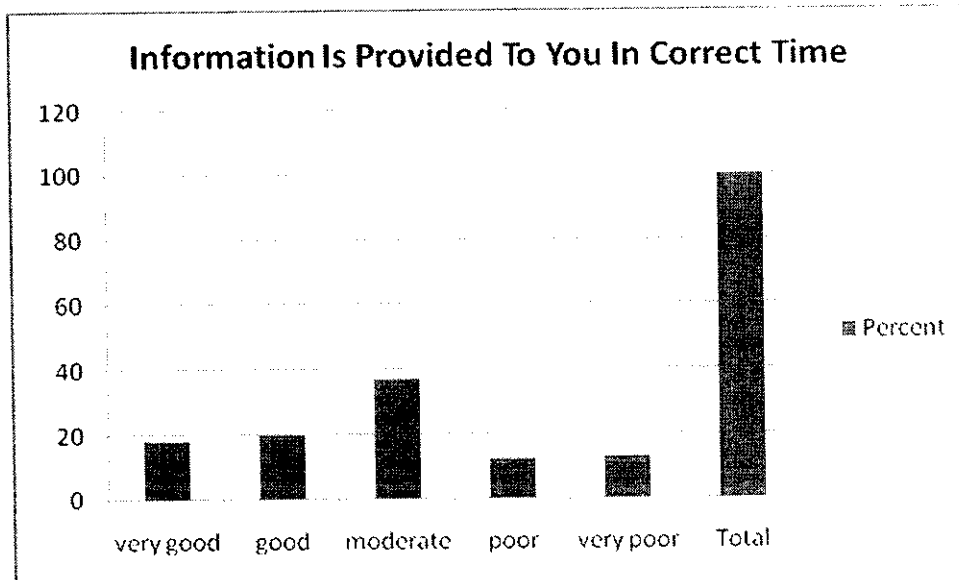
From the table it inferred that the information to the customer at right time, 37% of the customer were give moderate suggestion, 20% of the customer were given good suggestion about the information, 12% of the customer were given good suggestion about the information.

Inference:

Nearly half of the customer said that information are given in the right time for the service.

3.18 INFORMATION IS PROVIDED TO YOU IN CORRECT TIME

Chart 3.18



3.19 WORKERS RESPONSIVENESS TO YOUR NEEDS

TABLE 3.19

Workers Responsiveness To Your Needs

Responsiveness	Frequency	Percent
very good	16	16.0
Good	32	32.0
Moderate	28	28.0
Poor	11	11.0
very poor	13	13.0
Total	100	100.0

Interpretation:

From the above table it inferred that the Workers responsiveness to the customer needs

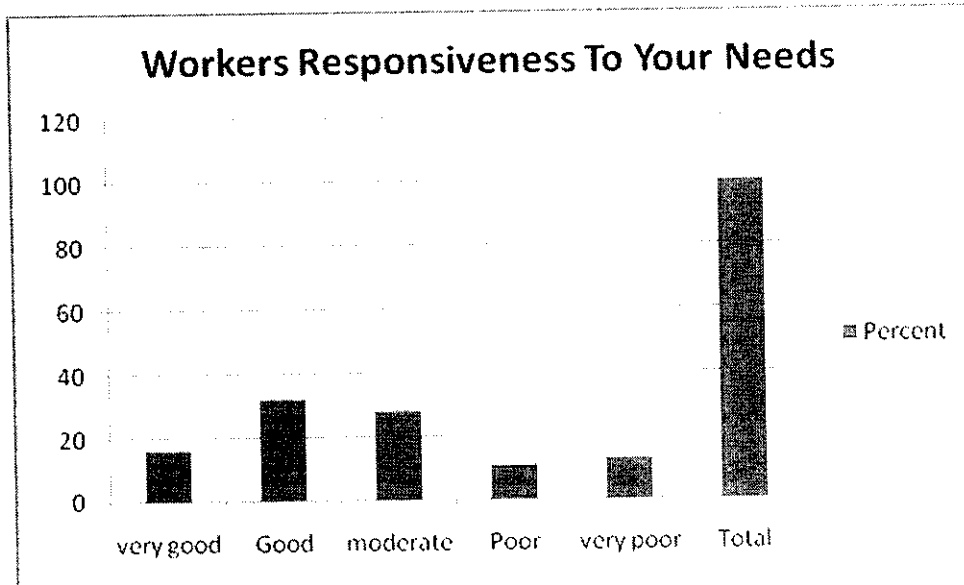
28% are in moderate, 32% are in good standards, 24% of the customer were dissatisfied the needs to surya bala service.

Inference:

Workers responsiveness to the customer needs is in good state.

3.19 WORKERS RESPONSIVENESS TO YOUR NEEDS

Chart 3.19



3.20 SERVICE ENGINEERS PROVIDE PROMPT AND TIMELY SERVICE TO YOU

Table 3.20

Service Engineers Provide Prompt And Timely Service To You

Timely service	Frequency	Percent
strongly disagree	16	16.0
Disagree	21	21.0
Neutral	19	19.0
Agree	31	31.0
strongly agree	13	13.0
Total	100	100.0

Interpretation:

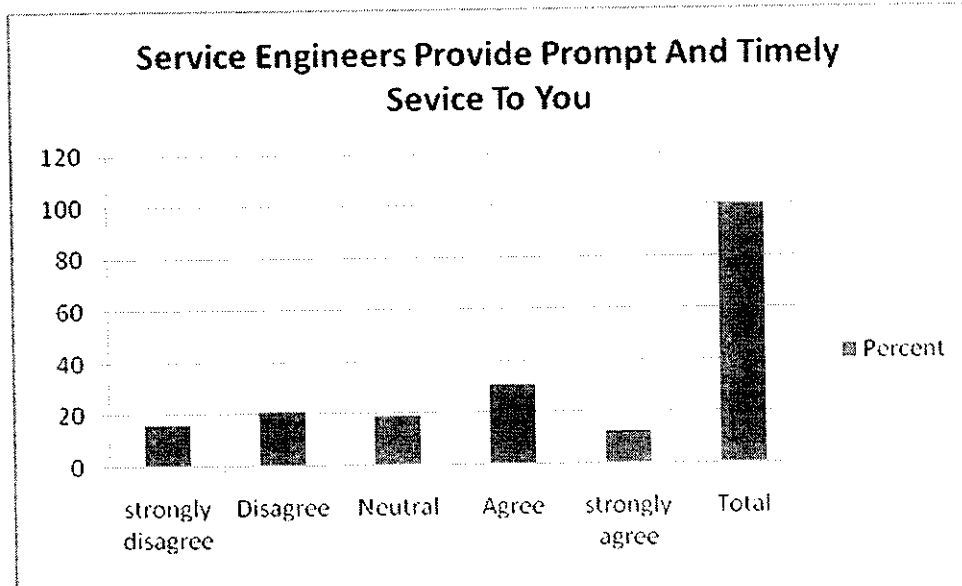
From the above table it inferred that 20% of them were satisfied normally, 36% of them were dissatisfied about the time service to the customer, remaining persons are satisfied with on time service are provided to the customer

Inference:

Some of them were satisfied the timely service to the customer.

3.20 SERVICE ENGINEERS PROVIDE PROMPT AND TIMELY SERVICE TO YOU

Chart 3.20



3.21 COMPANY RECEIVES ANY COMPLAINTS FROM THE CUSTOMER AFTER THEIR SERVICING

Table 3.21

Company receives any complaints from the customer after their servicing

Complaints	Frequency	Percent
Yes	71	71.0
No	29	29.0
Total	100	100.0

Interpretation:

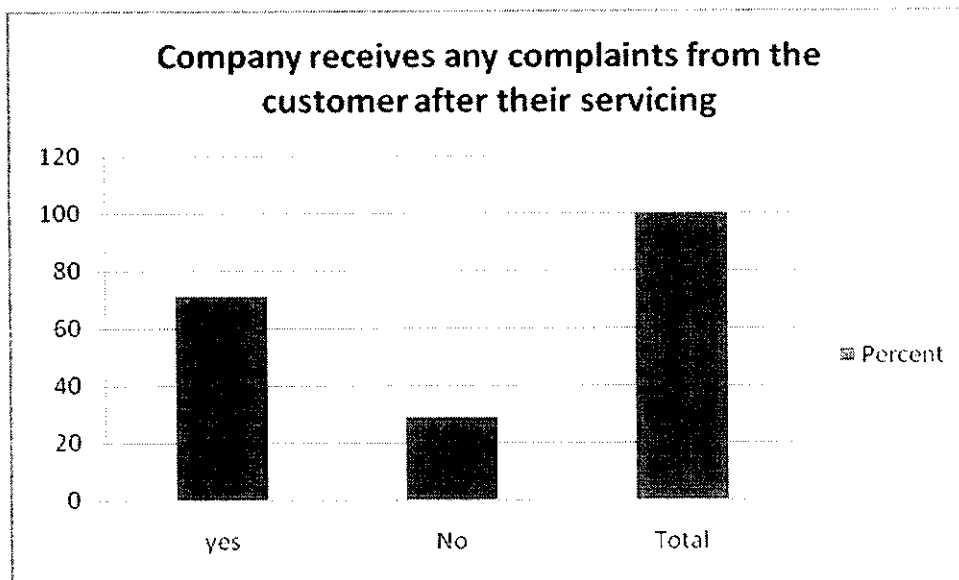
From the above table it inferred that the complaints to the company are given by the customer after service, 71% of the customers agree and 29% of the customer disagree the opinion to the company.

Inference:

More than half of the customers say that the complaints are coming after service from the showroom.

3.21 COMPANY RECEIVES ANY COMPLAINTS FROM THE CUSTOMER AFTER THEIR SERVICING

Chart 3.21



3.22 FACILITIES AVAILABLE AT WORKSHOP

Table 3.22
Facilities Available At Workshop

Facilities	Frequency	Percent
very good	20	20.0
Good	28	28.0
Moderate	19	19.0
Poor	13	13.0
very poor	20	20.0
Total	100	100.0

Interpretation:

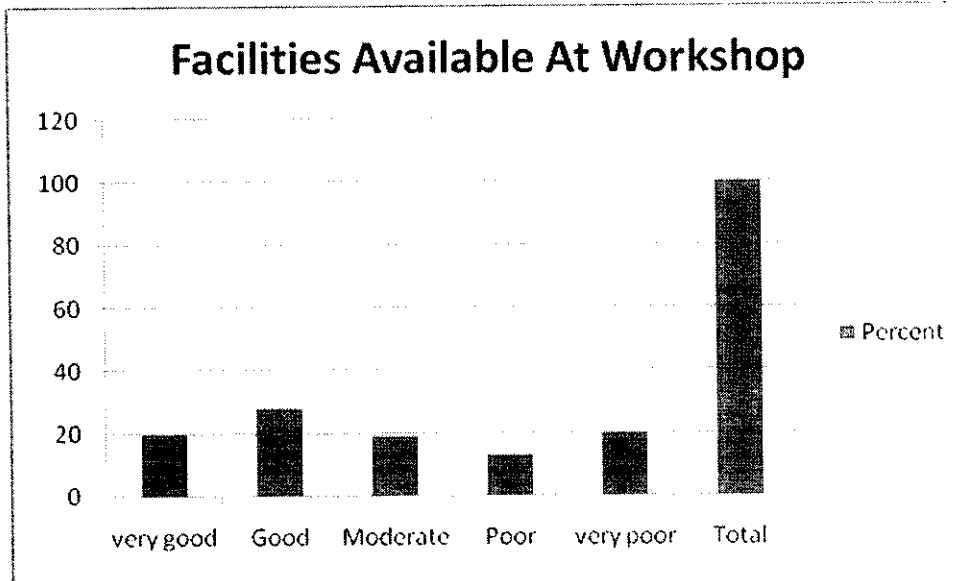
From the above table it inferred that, 28% of them were satisfied the facilities in the workshop, 19% of them were satisfied moderately and 20% of the customer were highly dissatisfied about the workshop.

Inference:

Nearly half of the customers are satisfied with the Facilities at the workshop.

3.22 FACILITIES AVAILABLE AT WORKSHOP

Chart 3.22



3.23 THE DELIVERY TIME IS PROMPT (OR) NOT

Table 3.23

The Delivery Time Is Prompt (Or) Not

Prompt	Frequency	Percent
very good	16	16.0
Good	20	20.0
Moderate	40	40.0
Poor	11	11.0
very poor	13	13.0
Total	100	100.0

Interpretation:

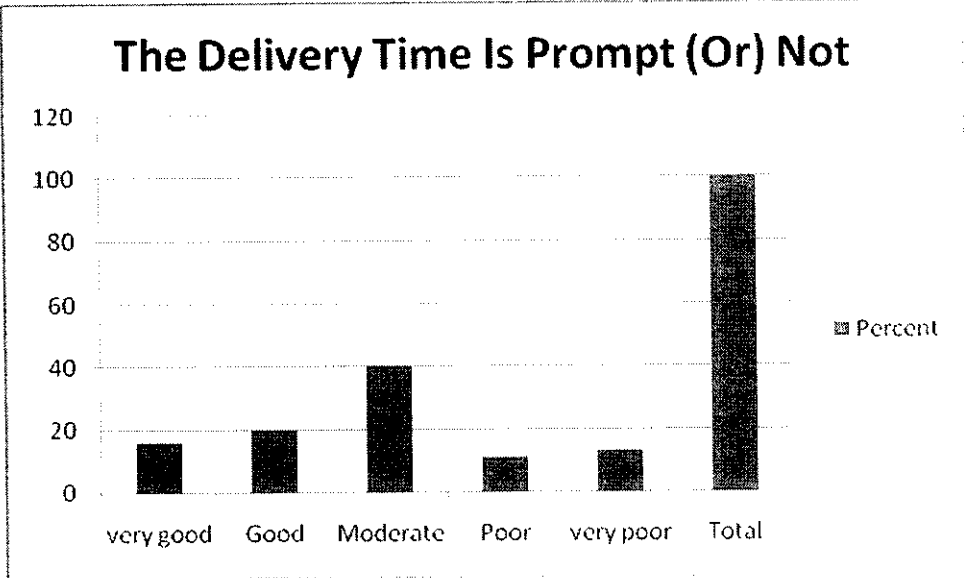
From the above table it inferred that, 36% of them were satisfied in the delivery time, 40% of them were satisfied moderately and 13% of the customers were highly dissatisfied at the delivery time

Inference:

More than half of the customer says that delivery of the vehicles at the time is prompt.

3.23 THE DELIVERY TIME IS PROMPT (OR) NOT

Chart 3.23



3.24 FLEXIBLE SERVICE IS PROVIDED TO MEET YOUR INDIVIDUAL NEED:

Table 3.24

Flexible Service Is Provided To Meet Your Individual Need

Opinion	No. of respondents	Percentage of respondents	Scoring
strongly disagree	16	16.0	80
Disagree	20	20.0	80
Neutral	40	40.0	120
Agree	11	11.0	22
strongly agree	13	13.0	13
Total	100	100.0	315

Avg = 3.15 (40% of the employee accepted as neutral in their opinion)

Interpretation:

From the table it infers that 24% of respondents are agreed for the flexible service that are provided for the individual needs and 40% of the customer were in neutral state and 36% of them were disagreed with the service.

Inference:

From the weighted average analysis it infers that 3.15 of employees are moderately agreed the flexible service that are provided in surya bala workshop.

3.25 SERVICE ENGINEERS PROVIDE PROMPT AND TIMELY SERVICE TO YOU

TABLE 3.25

Service Engineers Provide Prompt And Timely Service To You

Opinion	No. of respondents	Percentage of respondents	Scoring
strongly disagree	16	16.0	80
Disagree	24	24.0	96
Neutral	40	40.0	120
Agree	9	9.0	18
strongly agree	11	11.0	11
Total	100	100.0	325

Avg= 3.25 (40% of the employee accepted as neutral in their opinion)

Interpretation:

From the table it infers that 20% of respondents are agreed for the timely service that are provided for the customer and 40% of the customer were in neutral state and 40% of them were disagreed with the service.

Inference:

From the weighted average analysis it infers that 3.25 of employees are moderately agreed the timely service that are provided in surya bala workshop.

WEIGHTED AVERAGE

The preceding tables have been analyzed through scoring analysis,

The opinions & scoring are given below

5-very good, 4-good, 3-moderate, 2-poor, 1-very poor.

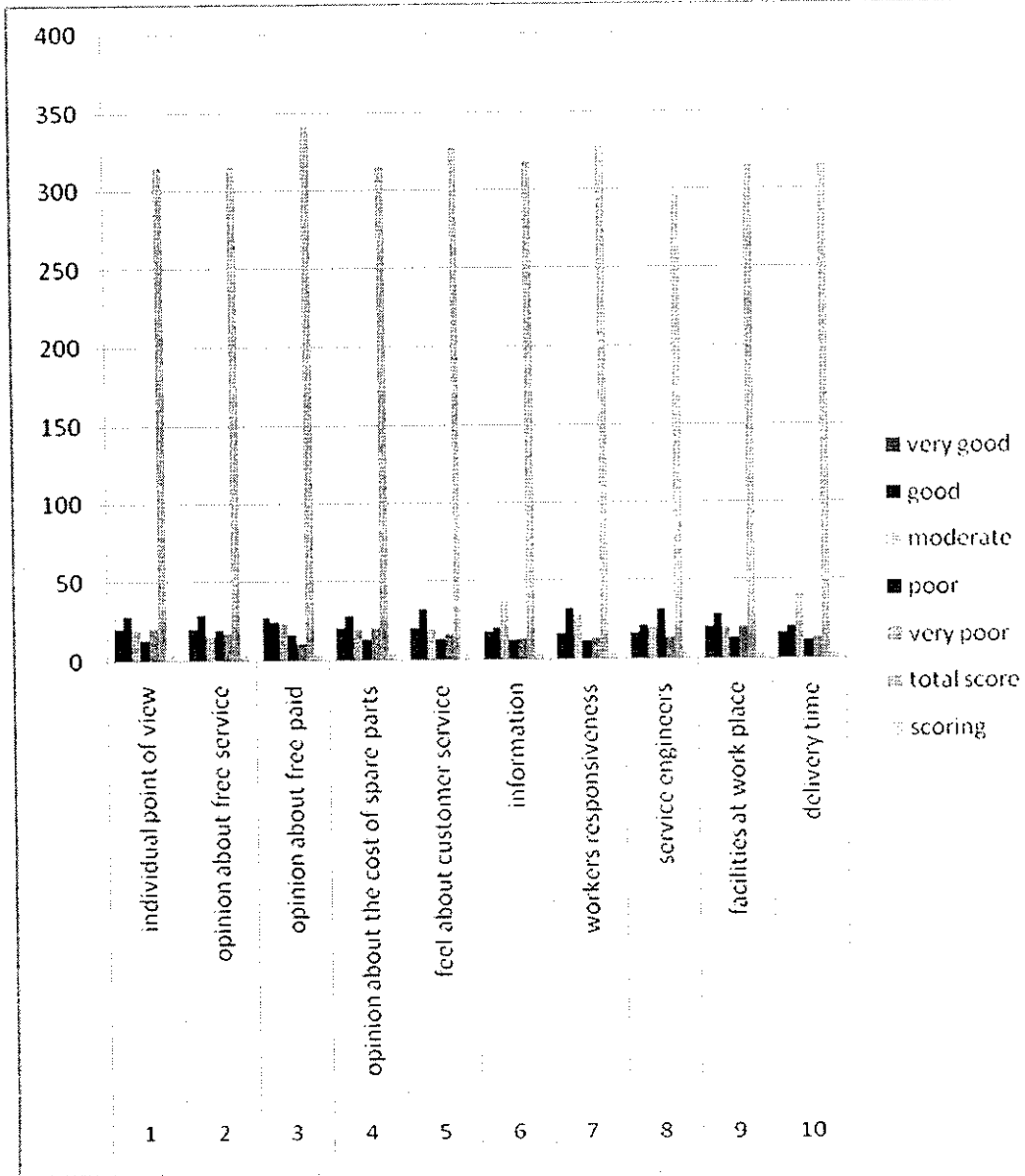
Table 3.26

Table showing the various opinion of the customers

S.no	factors	very good	Good	moderate	poor	very poor	total score	scoring	Ranking
1	individual point of view	20	28	19	13	20	315	3.21	4
2	opinion about free service	20	29	15	19	17	316	3.16	6
3	opinion about free paid	27	24	23	16	10	342	3.42	1
4	opinion about the cost of spare parts	20	28	19	13	20	315	3.15	7
5	feel about customer service	20	32	19	13	16	327	3.27	2
6	information	18	20	37	12	13	318	3.18	5
7	workers responsiveness	16	32	28	11	13	327	3.13	8
8	service engineers	16	21	19	31	13	296	2.96	10
9	facilities at work place	20	28	19	13	20	315	3.12	9
10	delivery time	16	20	40	11	13	315	3.25	3

Chart No 3 .26

Chart showing the various opinions of the customers



*FINDINGS,
SUGGESTIONS &
CONCLUSION*

CHAPTER-4

FINDINGS

- The respondents under the age group of (30-40) are 44%.
- 83% of the respondents are male.
- 34% of the respondent belongs to the business man category.
- 29% of the respondents were buying Santro Xing and 110.
- Majority 58% of the customers known surya bala Hyundai through advertisement
- 49% of the respondents are buying in surya bala Showroom
- 28% of the respondents say that workers in this showroom respond to the customers needs of them were satisfied
- Majority 71% of the respondents were suggesting that the services are good.
- 48% of the customers refer that they were satisfied in paid service
- Majority 62% of the respondents are done their service by paid for about 8 to 12 times
- 36% of the respondents were disagree their needs for the service
- 48% of the respondents said that cost of the spare parts is good
- 28% of the respondents said service is good
- Majority 71% of the respondents say performance of the vehicle after service feels good
- Majority 56% of the respondents' opinion about the service cost in suryabala showroom said that they are reasonable
- Majority 71% of the customer can received proper service to the vehicle at the right time, of them were satisfied for the service

- 40% of the customers are received information at right time and the customer were give moderate suggestion
- 40% of the customer says Workers responsiveness to the customer needs are in moderate
- 40% of the customer were satisfied normally about the time service to the customer
- 28% of the customer were satisfied with the facilities in the workshop
- 36% of the customer were satisfied in the delivery time.

CHAPTER - 5

SUGGESTIONS

- The company can increase their promotional activities for the car mainly radio ads and hoardings. The advertisement may expose the clear feature of the car and it should reach audience sharply, which will help the company to extract more customers.
- Suryabala Hyundai has to improve their after sales service to attain customers satisfaction
- Customers lobby should be improved.

CHAPTER - 6

CONCLUSION

The customer satisfaction survey was conducted in Coimbatore and the data obtained were analyzed. The customer's expectations over Hyundai passenger cars were identified and it was found to be based on certain factors. The most motivated factor to buy Hyundai passenger cars was also found out (Design & Style). With these, the company can anticipate the needs of the customers in the near features. Hence the company has to improve on the above to get the customer satisfaction.

ANNEXURE

QUESTIONNAIRE

A study on “effectiveness of service quality and its impact towards customers” in
SURYA BALA Auto (Pvt Ltd), Coimbatore

1. NAME.....

2. AGE :

- A. 20 – 30 years B. 30 - 40 years
C. 40 – 50 years D. Above 50 years

3. GENDER:

- A. Male B. Female

4. OCCUPATION:

- A. Business Man
B. Professional
C. Non-Professional

5. MONTHLY INCOME:

- A. Less Than 15,000 B. 15,000 – 25,000
C. 25,000 – 35,000 D. 35,000 – 45,000
E. More Than 45,000

6. WHAT TYPE OF CAR DO YOU OWN?

- A. Santro Xing B. Verna C. Getz
D. I10 E. I20 F. Others

7. HOW DO YOU KNOW ABOUT THIS SHOWROOM?

- A. Friends B. Relatives
C. Advertisement D. Your Own
E. Workers in the Showroom

8. WHERE DID YOU BUY YOUR CAR?

- A. Chandra Hyundai
- B. Other City
- C. Other State
- D. SURYA BALA

9. THE WORKERS IN THE SERVICE DEPARTMENT ARE WILLING TO LISTEN TO YOUR INDIVIDUAL POINT OF VIEW?

- A. Very Good
- B. Good
- C. Moderate
- D. Poor
- E. Very Poor

10. WHAT IS YOUR OPINION ABOUT FREE SERVICE?

- A. Very Good
- B. Good
- C. Moderate
- D. Poor
- E. Very Poor

11. WHAT IS OPINION ABOUT PAID SERVICE?

- A. Very Good
- B. Good
- C. Moderate
- D. Poor
- E. Very Poor

12. NUMBER OF PAID SERVICES YOU HAVE BEEN MADE?

- A. Less Than 2
- B. 3 To 7
- C. 8 To 12
- D. Above 15

13. A FLEXIBLE SERVICE IS PROVIDED TO MEET YOUR INDIVIDUAL NEED?

- A. Strongly Disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly Agree

14. WHAT IS YOUR OPINION ABOUT THE COST OF SPARE PARTS?

- A. Very Good
- B. Good
- C. Moderate
- D. Poor
- E. Very Poor

15. IN THINKING ABOUT YOUR MOST RECENT EXPERIENCE WITH SURYABALA, WHAT DO YOU FEEL ABOUT CUSTOMER SERVICE TO YOU?

- A. Very Good
- B. Good
- C. Moderate
- D. Poor
- E. Very Poor

16. ARE YOU SATISFIED WITH THE WORKING PERFORMANCE OF YOUR VEHICLE AFTER SERVICE IN SURYABALA?

- A. YES
- B. NO

17. WHAT DO YOU FEEL ABOUT SERVICE COST?

- A. Very High B. Low C. Reasonable
D. High E. Very Low

18. HAVE YOU RECEIVED PROPER SERVICE TO THE VEHICLE AT THE RIGHT TIME?

- A. YES B. NO

19. COMPLETE AND ACCURATE INFORMATION IS PROVIDED TO YOU IN CORRECT TIME?

- A. Very Good B. Good C. Moderate
D. Poor E. Very Poor

20. SERVICE ENGINEERS AND WORKERS RESPONSIVENESS TO YOUR NEEDS?

- A. Very Good B. Good C. Moderate
D. Poor E. Very Poor

21. SERVICE ENGINEERS PROVIDE PROMPT AND TIMELY SERVICE TO YOU?

- A. Strongly Disagree B. Disagree C. Neutral
D. Agree E. Strongly Agree

22. WHETHER THE COMPANY RECEIVES ANY COMPLAINTS FROM THE CUSTOMER AFTER THEIR SERVICING?

- A. YES B. NO

23. EXCESS BILL CAME AT THE TIME OF DELIVERY?

- A. YES B. NO

24. FACILITIES AVAILABLE AT WORKSHOP?

- A. Very Good B. Good C. Moderate
D. Poor E. Very Poor

25. WHETHER THE DELIVERY TIME IS PROMPT (OR) NOT?

- A. Very Good B. Good C. Moderate
D. Poor E. Very Poor

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