



BONAFIDE CERTIFICATE

A STUDY ON CUSTOMER SATISFACTION AND RETENTION OF PRICOLTRAVEL LIMITED

By

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Under the guidance of

Dr R Hema Nalini

IN MANAGEMENT STUDIES

A PROJECT REPORT

submitted

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for the award of the degree

of

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Coimbatore - 641 047

September, 2012

Certified that this project report titled, "A Study On Customer Satisfaction and Retention " in **Pricol Travel Limited, Coimbatore** is the bonafide work of **Ms. Swathy Mohanan** who carried out the project 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 was conferred on an earlier occasion on this or any other candidate.

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Submitted for the Project Viva-Voce examination held on _____

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DECLARATION

I, hereby declare that this project report as "A study on Customer Satisfaction and Retention", has undertaken for academic purpose submitted to Anna University in partial fulfillment of requirement for the award of degree of Master of Business Administration. The project is the record of the original work done by me under the guidance of Dr R. Hema Nalini from 26.6.2012 to 6.8.2012 during the academic year 2011-2012.

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

Place:Coimbatore

.....

Date:

(SWATHY MOHANAN)

ACKNOWLEDGEMENT

I express my gratitude to our beloved chairman **Arutchelvar Dr. N.MAHALINGAM and Management** for the prime guiding spirit of **Kumaraguru College of Technology** for giving me an opportunity to undergo the MBA Degree course and to undertake this project work.

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5.4	Conclusion	38
	Bibliography	39

TABLE OF CONTENTS

Chapter	Contents	Pg. No
CHAPTER 1: INTRODUCTION		
1.1	Introduction to the study	1
1.2	Organization profile	2
1.3	Statement of the problem	9
1.4	Objectives of the study	9
1.5	Scope of the study	9
CHAPTER 2: REVIEW OF LITERATURE		
2	Review of literature	10
CHAPTER 3: RESEARCH METHODOLOGY		
3.1	Type of research	15
3.2	Data and sources of data	15
3.3	Time period covered	15
3.4	Population and Sample size	15
3.5	Sampling Technique	15
3.6	Statistical Tools Used	15
3.7	Limitations of the study	15
CHAPTER 4: ANALYSIS & INTERPRETATION		16
CHAPTER 5: FINDINGS, SUGGESTIONS AND CONCLUSIONS		
5.1	Findings	35
5.2	Suggestions	36
5.3	Scope for further study	37

LIST OF TABLES

Table No.	Title	Page No.
4.1.1	TABLE SHOWING NUMBER OF TIMES SERVICES HIERED BY THE CLIENTS IN ONE MONTH	20
4.1.2	TABLE SHOWING WHEATHER CLIENTS SEEK THE HELP OF TRAVEL AGENTS ALWAYS	21
4.1.3	TABLE SHOWING THE TYPE OF SERVICES TAKEN	22
4.1.4	TABLE SHOWING THE RATING OF SERVICES OFFERED BY PRICOL	23
4.1.5	TABLE SHOWING THE SATISFACTION LEVEL OF CLIENTS	24
4.1.6	TABLE SHOWING THE PROCESS OF GETTING THE CONCERNS RESOLVED	25
4.1.7	TABLE SHOWING THE SATISFACTION LEVEL IN DELIVERING THE SERVICES	26
4.1.8	TABLE SHOWING THE POLITENESS OF CUSTOMER REPRESENTATIVE	27
4.1.9	TABLE SHOWING THE CUSTOMER HANDLING ABILITY THROUGH PHONE	28
4.1.10	TABLE SHOWING THE KNOWLEDGE OF CUSTOMER REPRESENTATIVE	29
4.1.11	TABLE SHOWING THE OVERALL QUALITY OF HANDLING THE CLIENTS ISSUE	30
4.1.12	TABLE SHOWING HOW CLIENTS CAME TO KNOW ABOUT THE COMPANY	31
4.1.13	TABLE SHOWING HOW CLIENTS CAME TO KNOW ABOUT THE COMPANY	32
4.1.14	TABLE SHOWING WEATHER THE CLIENTS WILL RECOMMEND THE SERVICES TO OTHERS	33
4.1.15	TABLE SHOWING THE THINGS WHICH IRRITATED THE CLIENTS	34

LIST OF CHARTS

Chart No.	Title	Page No.
4.1.1	CHART SHOWING NUMBER OF TIMES SERVICES HIERED BY THE CLIENTS IN ONE MONTH	20
4.1.2	CHART SHOWING WHEATHER CLIENTS SEEK THE HELP OF TRAVEL AGENTS ALWAYS	21
4.1.3	CHART SHOWING THE TYPE OF SERVICES TAKEN	22
4.1.4	CHART SHOWING THE RATING OF SERVICES OFFERED BY PRICOL	23
4.1.5	CHART SHOWING THE SATISFACTION LEVEL OF CLIENTS	24
4.1.6	CHART SHOWING THE PROCESS OF GETTING THE CONCERNS RESOLVED	25
4.1.7	CHART SHOWING THE SATISFACTION LEVEL IN DELIVERING THE SERVICES	26
4.1.8	CHART SHOWING THE POLITENESS OF CUSTOMER REPRESENTATIVE	27
4.1.9	CHART SHOWING THE CUSTOMER HANDLING ABILITY THROUGH PHONE	28
4.1.10	CHART SHOWING THE KNOWLEDGE OF CUSTOMER REPRESENTATIVE	29
4.1.11	CHART SHOWING THE OVERALL QUALITY OF HANDLING THE CLIENTS ISSUE	30
4.1.12	CHART SHOWING HOW CLIENTS CAME TO KNOW ABOUT THE COMPANY	31
4.1.13	CHART SHOWING HOW CLIENTS CAME TO KNOW ABOUT THE COMPANY	32
4.1.14	CHART SHOWING WEATHER THE CLIENTS WILL RECOMMEND THE SERVICES TO OTHERS	33
4.1.15	CHART SHOWING THE THINGS WHICH IRRITATED THE CLIENTS	34

CHAPTER – I

INTRODUCTION

1.1 About the Study

Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Organizations need to retain existing customers while targeting non-customers. Measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace. Customer satisfaction is an abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other factors the customer, such as other products against which the customer can compare the organization's products. The usual measures of customer satisfaction involve a survey with a set of statements using a Likert Technique or scale. The customer is asked to evaluate each statement in terms of their perception and expectation of performance of the service being measured. Customer retention is about keeping the customers you've spent that money to acquire. And if you're in an industry where they make multiple purchases over the years, your entire team should be very focused on retaining those customers:

3

Some of our key differentiators are

- ❖ **Customer focus:** Pricol understand the needs of a small-and-medium business, and Pricol focus on your needs. Our services are customized to your needs
- ❖ **End to end travel solution:** Pricol are a one stop shop for all your travel requirements. Pricol provide end to end travel solutions and value added services – air tickets, rail tickets, bus tickets, car rental, hotel, insurance, visa, Forex, and all your travel need.
- ❖ **Low prices:** Pricol search all the possible sources before Pricol propose a price for you, and provide you with the lowest possible price.
- ❖ **Unmatched service:** For us, the customer comes first. Pricol pride ourselves in timely, professional & personalized services. Our services are customized to your needs.
- ❖ **Cutting Edge Travel Technologies** – Pricol at Pricol Travel deploys various travel technologies to give our people tools to assist them to create a service which is speedy / error free yet highly personalized. Some of the technologies which Pricol use are
 - **A1** – To create profile travelers
 - **A2** – To manage documents
 - **A3** – To do quality check
 - **A4** – To search best fares

Pricol Travel understands the client's needs and offers a comprehensive corporate travel services solution that enables to optimize and manage your total travel budget. Pricol believe in taking a partnership approach to your travel

1.2. About the Organization

**Welcome to Pricol Travel**

Pricol offer you unrivalled expertise and experience through precise cost-effective travel services. Their focus is on creating, managing and maintaining a corporate travel program to control travel expenses, while providing your employees with services that exceed their expectations through the use of leading edge technology

Pricol Travel is a part of the 1000 crore Pricol Group which employs 5000 plus people and is currently having factories in 7 locations in India and overseas. Pricol group is known for delivering professional and trusted products and servicing to its customers.

Pricol travel started operation in India since August 2000 with a primary focus on corporate travel management. Pricol currently operate in 9 branches, in the prime south Indian states and employ 65 Staff. Pricol create value in travel management using unique tools like travel policy compliance, MIS reporting, aligning suppliers to your travel needs, standardization and process management for corporate travel, best fare options thus resulting in saving travel costs up to 20%.

Pricol enhance your traveler's service experience by using technology to profile their preferences. Other tools such as our 24 hours in-house call centre, our online flight and hotel booking solution, quality checks – all add to your traveler's experience.

4

management to drive service and reduce cost. In order to effectively execute your travel requirements Pricol Travel offers the following solutions.

The key attributes of the Pricol service proposition are

- Partnership approach to client relationships
- Seamless consolidation - nationally & globally
- Preferred vendor contracting and implementation
- Simplified pricing & defined service level agreements
- Technology applications and value enhancers

Operational Support

- Passport audit
- Traveler profile management
- 24/7 office
- National network of offices and branch coordinators
- Local account management support at all branches

Passport

The documentation team at Pricol Travel has a sound knowledge and is well equipped to assist you in obtaining your passports either through normal or Tatkal service. Pricol would be ever ready to visit your office and clarify all your doubts by assisting you in filling in the application and ensuring that you have all the required documents to obtain your passport.

Visa Information

Pricol at Pricol Travel take care of all our customer needs by offering our best services and ensure that the necessary visas for their travel are acquired. Pricol

arrange for individual and group visas. In case our presence is required at your office we would be ready to be at your service to fill in your forms and ensure that you have the appropriate documents to apply for the visa. Pricol also have the latest technologies which enable us to issue I - Visas for Singapore for last minute travelers. Pricol regularly update our Website with circulars & holiday lists of the consulate to enable clients plan their travel accordingly. Our website also has the updated visa requirements and visa fees as per the consulate guidelines.

Hotels

Pricol Travel Ltd exceeds in the field of Business travel and Leisure travel management, since its inception from 2000. Pricol assures with a commitment to provide a wholesome travel management package in terms of comprehensive and professional touch to the travel community.

Pricol are well equipped with instant booking and online reservation systems which enables us to confirm reservations during 11th hour too. Pricol cater to the individual needs like, arranging vehicles for transfers only, sightseeing alone and only room reservations.

Our online reservation system offers unrivalled technology with over 35,000 hotels and 135,000 destination services in more than 130 countries worldwide. No other company provides such variety & quantity of travel related content, including hotels, apartments, home stays, B&B programs, transfers, sightseeing tours and much more endless services!

At Pricol's voyage davenport, Pricol provide the other areas of Indian subcontinent like, Nepal and Bhutan along all possible destinations within India. Pricol also designs customized leisure travel as per your needs and preferences in terms of interests in short / long break tours, festivals, Photography or any other specific interest that you may have.

Cruise Bay Lounge

The Cruise Bay Lounge is a dedicated section in our office, with a cruise like ambience, where you will be able to:

- Plan your cruise holiday with our trained cruise consultants.
- Get information on the various promotions & deals offered by the cruise companies.
- View DVD's and CD's of various cruise ships to better understand the facilities and amenities offered by them.
- Browse the internet (an exclusive facility for our clients) to access cruise information and check real time pricing & availability of cabins of your short listed cruises.
- Browse cruise magazines & brochures on display at the lounge.
- CruiseBay lounges have currently been set up in [Pune](#) , [Ahmedabad](#) and [Chennai](#). To view pictures of the lounges, please click on the respective city.

Cruise Bay Partners

Cruise Bay will be building a network of partners across India who will exclusively represent Cruise Bay in their respective cities.

Each Cruise Bay partner will have a Cruise Bay Lounge with the facilities listed above so that you will have a similar atmosphere and experience when you plan a cruise holiday. For additional services related to your cruise holiday like hotels, visas, airline tickets, travel insurance etc, The website has a worldwide online hotel booking facility where you have access to real time inventory of over 57000 hotels in 7500 destinations. You can also book sightseeing tours online covering 4,500+ destination activities that spans 450+ cities in more than 75 countries. We are a young and dynamic team of professionals with diversified backgrounds who

Welcome to the World of Leisure

Since its inception from 2000 Pricol Travel has exceeded in the field of Business travel management through professionally managed services.

Pricol Travel Ltd. having set up their mark in the field of Business Travel has now also extended its approach to the Leisure travel Management. Pricol Travel is committed to make your tour of India an experience of a life time. Pricol delivers its best and a deep acumen from India's mighty Himalayas in the north to the oceanic beatitude of Kerala, Tamil Nadu and Karnataka in south India and wild jungles of Africa to scenic terrain of New Zealand

Inbound

On the Historical front, Pricol films India's ancient countries, rich in monumental heritage. The famous monuments always earn & comeuppance a visit, to the speaking stones of India's authentic architectural and historical designs. Some of the sovereign monuments that form an integral part of India's historical heritage are the archetype of endless love - Taj Mahal, Qutub Minar, Red Fort, Konark temple, Agra Fort, Ajanta caves, Humayun's tomb and the walled city of Fatehpur Sikri. Pricol provide a trip to show you the cultural glimpse of India, to places like, Kerala, Tamilnadu, Rajasthan, Orissa and many more.

Outbound

At Pricol unwind your senses to the greatness of Andes Mountains, the lengthiest exposed mountain range in the world. Perceive with your eyes the breathtaking snow capped Canadian Rockies; take pleasure to experience the aerial view of Jasper national park on the tramway. Not to leave the Swiss Alps where still the folklore of fairytale dwell.

Pricol help to explore your dream experience of under sea walking, & to prepare you to get tanned on the beaches of Mauritius, or be lonely with your cherished ones on the sweep of shore and sands in Tahiti, Maldives and Seychelles.

are eager to plan your cruise holiday. If you would like to know more about us or have any queries,

Foreign Exchange

Pricol Travel offers full scale foreign exchange services from all over India through a tie up with TT forex. TT Forex is the foreign exchange division of TT Holdings & services Pvt Ltd; set up to serve our esteemed personal and corporate clients. They are driven by the philosophy of the TTK Group, which has gained its formidable reputation in the government and corporate circles by earning the respect of each valued client.

Services include

- Buying and selling of foreign currency cash over the counter transactions.
- Collection of foreign currency denominated cheques and drafts.
- Sending and receiving of telegraphic transfers on behalf of or for the benefit of customers.
- Shipment of foreign currency notes on behalf of customers.

Car Rentals

Experience the pleasure of traveling with us. PRICOL TRAVEL offers you top class car rental solutions at the most competitive price. So forget your travel woes and allow us to manage your travel needs with utmost efficiency and professionalism. Pricol have an array of cars suited for different purposes and budgets. Pricol welcome you to enjoy car rental services of international standard at a surprisingly cheap rate.

Travel Insurance

Pricol Travel provides excellent travel insurance coverage. Traveling whether for business or for leisure, exposes you to many risks: personal accidents, hospitalization in unfamiliar locations, lost baggage, baggage delay and even lost passports. Pricol deal with TATA AIG network services. When you purchase Tata AIG travel insurance you have AIG travel insurance coverage and can use these services through a multilingual staff that is familiar with local conditions. TATA AIG Travel insurance products are high on service excellence, worldwide coverage and value for money.

1.3 Statement of the problem

The project is undergone to study the customer satisfaction and retention of Pricol Travel limited.

1.4 Objectives of the study

- To study the Level of customer satisfaction in the company
- To Study how new customers are acquired by the company
- To Study how customers are retained.
- To suggest measures to improve the services offered in the company

1.5 Scope of study

Travel and tourism industry is a vast industry which is growing due to the increase of people travelling day by day. This reason makes most of the business men to invest on this travel agency business. People travel for different reasons like; leisure, adventure, entertainment, relaxation, business etc. out of these business men travel very often for attending conferences and for business meetings.

11

2.3 P. K. Kannan and Matthew D. Bramlett

Companies that offer loyalty reward programs believe that their programs have a long-run positive effect on customer evaluations and behavior. However, if loyalty rewards programs increase relationship durations and usage levels, customers will be increasingly exposed to the complete spectrum of service experiences, including experiences that may cause customers to switch to another service provider. Using cross-sectional, time-series data from a worldwide financial services company that offers a loyalty reward program, this article investigates the conditions under which a loyalty rewards program will have a positive effect on customer evaluations, behavior, and repeat purchase intentions. The results show that members in the loyalty reward program overlook or discount negative evaluations of the company vis-à-vis competitors.

2.4 CHINTAN BHARWADA

Customer satisfaction and retention programmes have historically had insufficient priority in most sectors, but then the forces affecting customer churn, and therefore the need for Customer satisfaction retention focus, for the firms. The idea is not new but the approach is. What is now being witnessed is a market increasingly commoditised and far more susceptible to competition - from other players. Customer knowledge and confidence have had a significant impact: It has become so much easier to compare and to swap products. Changing sales structures and wearing away of face-to-face interaction have helped to satisfy and retain the customers and also to dilute or eradicate conventional 'loyalty'.

2.5 KEVIN CACIOPPO

Competitors that are prospering in the new global economy recognise measuring customer satisfaction as the key. Only by doing so they can hold on to the customers they have and understand how to attract new customers better. The competitors who will be successful recognize that customer satisfaction is a critical strategic weapon

CHAPTER - II

REVIEW OF LITERATURE

2.1 Roland T. Rust and Anthony J. Zahorik

We provide a mathematical framework for assessing the value of customer satisfaction. The framework enables managers to determine which customer satisfaction elements have the greatest impact, and how much money should be spent to improve particular customer satisfaction elements. This makes it possible to hold customer satisfaction programs accountable, in the way that other business programs are held accountable, by forcing them to demonstrate their benefits with respect to bottom-line profitability. We use an individual-level model of loyalty and retention, and then build up to market share by aggregation. We demonstrate the application of our approach in a pilot study of a city's retail banking market.

2.2 Christine T. Ennew and Martin R. Binks

Within any service there is scope for considerable variation in the degrees to which both parties become involved in the relationship; beyond a certain minimum level, customers and service providers may be more or less participative. However, participative behavior should yield benefits. Customers who are more willing to share information and develop closer personal contacts might be expected to benefit in terms of a higher quality of service provision, because the provider will be more knowledgeable about their needs and expectations. Similarly, greater degrees of participation by the service provider should enhance customer awareness of the ways in which the supplier operates and, in turn, should result in more realistic expectations of what the supplier can offer. Thus, it can be argued that the extent to which both parties participate in a relationship will affect the perceived quality of the service provided; this, in turn, is expected to make an impact on overall satisfaction and customer retention. This paper presents an exploratory analysis of the relationships between relationship participation, quality, satisfaction, and retention.

12

that can bring increased market share and increased profits. The problem companies face, however, is exactly how to do all of this and do it well. They need to understand how to quantify, measure and track customer satisfaction. Without a clear and accurate sense of what needs to be measured and how to collect, analyze and use the data as a strategic weapon to drive the business, no firm can be effective in this new business climate. Plans constructed using customer satisfaction research results can be designed to target customers and processes that are most able to extend profits.

2.6 BARSKY, J. D. AND LABAGH, J.

Customer satisfaction is determined by expectations and other pre-experience standards, product-service performance, and factors affecting the customer's actual perception of the service. Using guest surveys, it is possible to obtain accurate measures of the two variables 'expectations met' and 'attribute importance' and to calculate and chart customer satisfaction on a matrix with those variables as the axes. The customer-satisfaction matrix permits current guest information and attitudes to be evaluated, and related strengths and weaknesses are easily identified. Directions for corrective action or for strengthening a competitive position are also indicated, so the matrix serves as a planning tool and as a strategic-control instrument.

2.7 THORSTEN HENNIG-THURAU AND ALEXANDER KLEE

Customer satisfaction with a company's products or services is often seen as the key to a company's success and long-term competitiveness. In the context of relationship marketing, customer satisfaction is often viewed as a central determinant of customer retention. However, the few empirical investigations in this area indicate that a direct relationship between these constructs is weak or even nonexistent. The overall purpose of this article is to develop a conceptual foundation for investigating the

customer retention process, with the use of the concepts of customer satisfaction and relationship quality. The article involves a critical examination of the satisfaction–retention relationship, and the development of a more comprehensive view of the customer’s quality perception.

2.8 EUGENE W.ANDERSON, CLAES FORNELL AND DONALD R.LEHMANN

Many firms that are frustrated in their efforts to improve quality and customer satisfaction are beginning to question the link between customer satisfaction and economic returns. The authors investigate the nature and strength of this link. They discuss how expectations, quality, and price should affect customer satisfaction and why customer satisfaction, in turn, should affect profitability; this results in a set of hypotheses that are tested using a national customer satisfaction index and traditional accounting measures of economic returns, such as return on investment. The findings support a positive impact of quality on customer satisfaction, and, in turn, profitability. The authors demonstrate the economic benefits of increasing customer satisfaction using both an empirical forecast and a new analytical model. In addition, they discuss why increasing market share actually might lead to lower customer satisfaction and provide preliminary empirical support for this hypothesis. Finally, two new findings emerge: First, the market’s expectations of the quality of a firm’s output positively affects customers’ overall satisfaction with the firm; and second, these expectations are largely rational, albeit with a small adaptive component.

2.9 THOMAS L. BAKER

customer satisfaction is widely recognized as key influences in the formation of consumers’ purchase intentions in service environments. However, a review of the existing literature suggests that the specific nature of the relationship between these important constructs in the determination of consumers’ purchase intentions continues to elude marketing. The study reported here was designed to aid in the understanding of these relationships by empirically assessing the nature of the

relationship between service quality and consumer satisfaction in the formation of consumers’ purchase intentions across four unique service industries. The results of the current research, coupled with the weight of the evidence in the emerging services literature, suggest that consumer satisfaction is best described as moderating the service quality/purchase intention relationship.

2.10 BARBARA R. LEWIS, VINCENT W. MITCHELL

The importance of service quality as an indicator of customer satisfaction and organisational performance is widely acknowledged and has led to a major research thrust which has focused on a number of industries within the service sector. Some of the research relating to defining and measuring service quality is reviewed and a number of suggestions are made as to how measurement instruments such as SERVQUAL might be improve.

**CHAPTER 3
RESEARCH METHODOLOGY**

3.1 Types of Research

Descriptive Research, also know as statistical research, describes data and characteristics about the population or phenomenon begin studied.

3.2 Data and Sources of Data

Data used for study is Primary Data and Secondary Data.

3.3 Time period covered

To discuss above objectives the study was conducted during the period of June to July 2012.

3.5 Population and sample size

The sample size for the study is 50.

3.6 Sampling Technique

Convenient sampling had been adopted to choose the sample.

3.7 Statistical Tools used

- Percentage analysis
- Analysis of variance

3.8 Limitations of the study

Every study has its limit, so does this study the major limitation was the time constraint. Earlier to the study, the sample size decided was 100 to measure the satisfaction of customers in the company but, due to the time constraint it was reduced to 50 because, most of the customers were corporate and meeting with corporate client seize time because of their busy schedules.

**CHAPTER - 4
ANALYSIS AND INTERPRETATION**

The following questions pertain to the customer service representative you spoke with most recently. Please indicate whether you agree or disagree with the following statements

The customer service representative was very courteous	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	<input type="radio"/>				

The customer service representative handled my call quickly	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	<input type="radio"/>				

The customer service representative was very knowledgeable	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	<input type="radio"/>				

The waiting time for having my questions addressed was satisfactory	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	<input type="radio"/>				

My phone call was quickly transferred to the person who best could answer my question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	<input type="radio"/>				

By this question I can easily find out where the quality of customer service representative is satisfied or they need to improve on the customer satisfaction and retention

ANOVA(Analysis of variance)

Data retrieved from the questioner

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I	18	25	6	1	0
II	17	20	8	4	1
III	25	19	5	1	0
IV	17	21	8	4	0
V	21	18	8	3	0
TOTAL	98	103	35	13	1

- Let H_0 be need more efficiency for customer satisfaction and retention from the customer service representative
- H_1 be customer service representative performance is effective

Sample mean

$$\bar{x}_1 = \frac{98}{5} = 19.6$$

$$\bar{x}_2 = \frac{103}{5} = 20.6$$

$$\bar{x}_3 = \frac{35}{5} = 7$$

$$\bar{x}_4 = \frac{13}{5} = 2.6$$

$$\bar{x}_5 = \frac{1}{5} = 0.2$$

General mean

$$\bar{x} = \frac{98+103+35+13+1}{25} = 10$$

$$\bar{x} = 10$$

Variance between columns

N	\bar{x}	$\bar{\bar{x}}$	$\bar{x} - \bar{\bar{x}}$	$(\bar{x} - \bar{\bar{x}})^2$	$N(\bar{x} - \bar{\bar{x}})^2$
5	19.6	10	9.6	92.6	463
5	20.6	10	10.6	112.36	561.8
5	7	10	-3	9	45
5	2.6	10	-7.4	54.76	273.8
5	0.2	10	-9.8	96.04	408.02
TOTAL					1751.62

$$\sigma^2 = \frac{\sum N(\bar{x} - \bar{\bar{x}})^2}{k-1}$$

$$= \frac{1751.62}{4}$$

$$= 437.905$$

Sample variance

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree					
$(\bar{x} - \bar{\bar{x}})$	$(\bar{x} - \bar{\bar{x}})^2$								
18-19.6	2.56	25-20.6	19.36	6-7	1	1-2.6	2.56	0-0.2	0.04
17-19.6	6.76	20-20.6	0.36	8-7	1	4-2.6	6.76	1-0.2	0.64
25-19.6	29.16	19-20.6	2.56	5-7	2	1-2.6	2.56	0-0.2	0.04
17-19.6	6.76	21-20.6	0.16	8-7	1	4-2.6	6.76	0-0.2	0.04
21-19.6	1.96	18-20.6	6.76	8-7	1	3-2.6	2.56	0-0.2	0.04
TOTAL	47.20		29.20		8		21.20		0.80

Sample variance $s_i^2 = \frac{\sum (x_i - \bar{x})^2}{n-1}$

$$s_1^2 = \frac{47.20}{4} = 11.80$$

$$s_2^2 = \frac{29.20}{4} = 7.30$$

$$s_3^2 = \frac{2}{4} = 0.5$$

$$s_4^2 = \frac{21.20}{4} = 5.30$$

$$s_5^2 = \frac{0.80}{4} = 0.20$$

variance within columns

$$\sigma^2 = \frac{\sum n_i - 1}{n_c - k}$$

$$= \left(\frac{4}{20}\right) 11.8^2 + \left(\frac{4}{20}\right) 7.3^2 + \left(\frac{1}{20}\right) 2^2 + \left(\frac{4}{20}\right) 5.3^2 + \left(\frac{1}{20}\right) 0.20^2$$

$$= 42.667$$

F=(between column variance / within column variance)

$$F = 437.905/42.667 = 10.2633$$

Degree of freedom in the numerator F ratio using equation, d.f=(No. of sample-1)

$$k-1 = 4$$

Degree of freedom in the denominator of F ratio using the equation,

$$d.f = \sum (n_i - 1) = 25$$

F table f8 value (significance level of 1%)= 4.18

Since table value is less than calculated value we have to reject H_0

Hence to accept that H_1 is true

That the performance of customer service representative is effective.

Percentage Analysis

TABLE 1 TABLE SHOWING NUMBER OF TIMES SERVICES HIERED BY THE CLIENTS IN ONE MONTH

NUMBERS	Frequency	Percentage
0-5	2	4
5-10	9	18
10-15	15	30
15-20	18	36
20-25	6	12
Total	50	100



The above chart shows that 36% of clients contact pricol 15 to 20 times. This shows how much the employees are traveling and how frequently they are contacting pricol.

TABLE 2 TABLE SHOWING WHEATHER CLIENTS SEEK THE HELP OF TRAVEL AGENTS ALWAYS

Response	Frequency	Percentage
NO	4	8
Some Times	7	14
Always	39	76
Total	50	100



76% of customers says that they always take the help of a travel agent for making there travel arrangements done. This shows that most of the customers still depend upon the travel agents for making there travel arrangements. 14% says sometimes and 8% Says no to travel agents. There is no surprise in this saying no to travel agents. Clients prefer online ticket reservation for both trains and flights

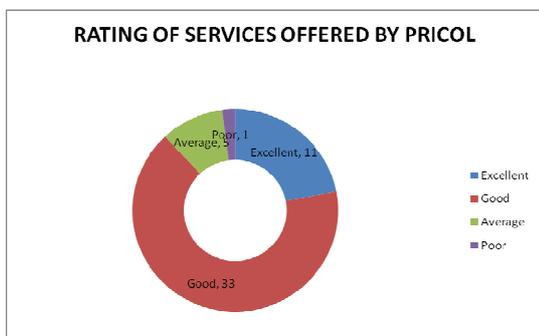
TABLE 3 TABLE SHOWING THE TYPE OF SERVICES TAKEN

Services	Frequency	Percentage
Flight Tickets	12	25
Train Tickets	10	10
Tour Packages	10	10
Passports	8	30
Visas	10	25
Total	50	100

Most of the clients has marked multiple choices so its difficult to calculate. Most of the clients take all the services offered by Pricol. Whatever may be the travel need they come in contact with the company. Even it is for arranging a small pick up and drop of a client from airport they used to contact the company.

TABLE 4 TABLE SHOWING THE RATING OF SERVICES OFFERED BY PRICOL

Particulars	Frequency	Percentage
Excellent	11	22
Good	33	66
Average	5	10
Poor	1	2
Total	50	100



66% of customers says that the services offered by pricol is good and 11% says that the services are excellent 10% Says that its average and 2% says that its poor. The company wants to make an increase in their rating of good services to excellent service.

TABLE 5 TABLE SHOWING THE SATISFACTION LEVEL OF CLIENTS

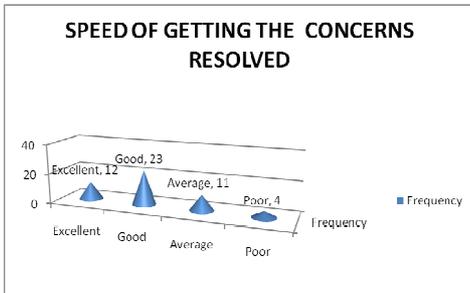
Particulars	Frequency	Percentage
Yes	46	92
No	4	8
Total	50	100



92% of clients says that they are satisfied by the services getting to them. 4% says that they are not satisfied. Company wants to take care of that 4% clients and make them satisfied.

TABLE 6 TABLE SHOWING THE PROCESS OF GETTING THE CONCERNS RESOLVED

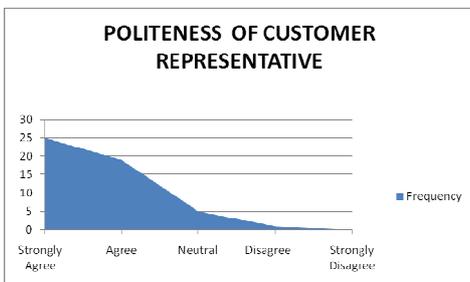
Particulars	Frequency	Percentage
Excellent	12	24
Good	23	46
Average	11	22
Poor	4	8
Total	50	100



46% of clients say that the company is good in the process of getting their concerns resolved 24% says that it is excellent. 22% says that it is average and 8% says that it is poor. Company really want to look into the issues of the customers.

TABLE 8 TABLE SHOWING THE POLITENESS OF CUSTOMER REPRESENTATIVE

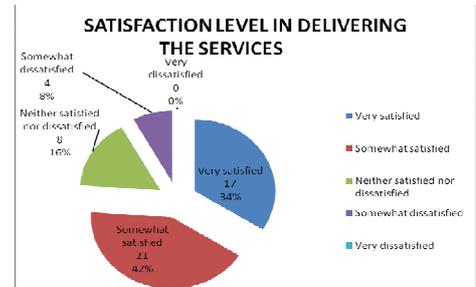
Particulars	Frequency	Percentage
Strongly Agree	25	50
Agree	19	38
Neutral	5	10
Disagree	1	2
Strongly Disagree	0	0
Total	50	100



50% of customers says that the customer representative was polite while speaking to them. 38% agrees that customer representative was polite .10% are neutral and only 2% says that they were not polite to them.

TABLE 7 TABLE SHOWING THE SATISFACTION LEVEL IN DELIVERING THE SERVICES

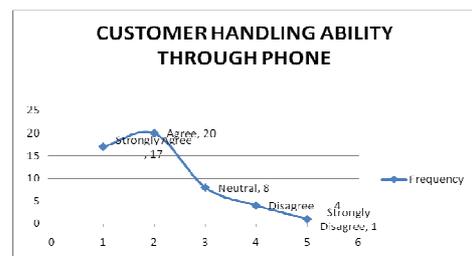
Particulars	Frequency	Percentage
Very satisfied	17	34
Somewhat satisfied	21	42
Neither satisfied nor dissatisfied	8	16
Somewhat dissatisfied	4	8
Very dissatisfied	0	0
Total	50	100



34% of clients says that they are very satisfied by the company in delivering the services to them. 42% says that they are somewhat satisfied and 16% says that they are Neither satisfied nor dissatisfied . 8% says that they are Somewhat dissatisfied .The number of clients in Neither satisfied nor dissatisfied Somewhat dissatisfied are facing some problems in getting the services.

TABLE 9 TABLE SHOWING THE CUSTOMER HANDLING ABILITY THROUGH PHONE

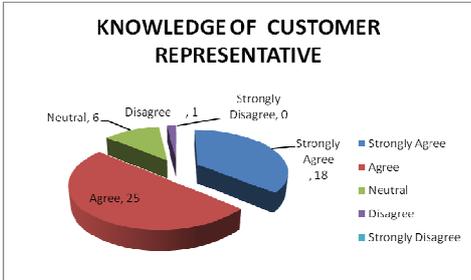
Particulars	Frequency	Percentage
Strongly Agree	17	34
Agree	20	40
Neutral	8	16
Disagree	4	8
Strongly Disagree	1	2
Total	50	100



34% strongly agree that the executive in the phone has the capability of handling the customers. 40% are Neutral and 2% Strongly Disagree. This shows how much the executives are good in handling the customers

TABLE 10 TABLE SHOWING THE KNOWLEDGE OF CUSTOMER REPRESENTATIVE

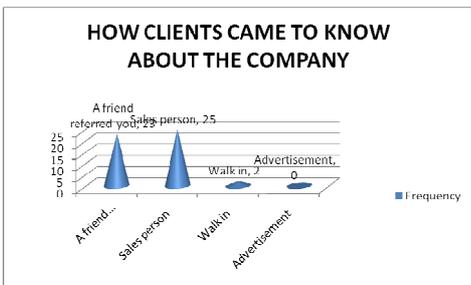
Particulars	Frequency	Percentage
Strongly Agree	18	36
Agree	25	50
Neutral	6	12
Disagree	1	2
Strongly Disagree	0	0
Total	50	100



36% strongly agree and 50% agrees that the customer representative has enough knowledge about the products and they are solving the quires by the clients 12% Neutral and 2% Disagree with it.

TABLE 12 TABLE SHOWING HOW CLIENTS CAME TO KNOW ABOUT THE COMPANY

Particulars	Frequency	Percentage
A friend referred you	23	46
Sales person	25	50
Walk in	2	4
Advertisement	0	0
Total	50	100



50% says that they came to know about pricol by sales persons. since pricol is a company which deals with corporate sales persons are meeting them and getting the business 46% say that they came to know about pricol by another friend. In the corporate world if ones service is good they would surely refer you to another friend. Only 4% of customers are walk in customers.

TABLE 11 TABLE SHOWING THE OVERALL QUALITY OF HANDLING THE CLIENTS ISSUE

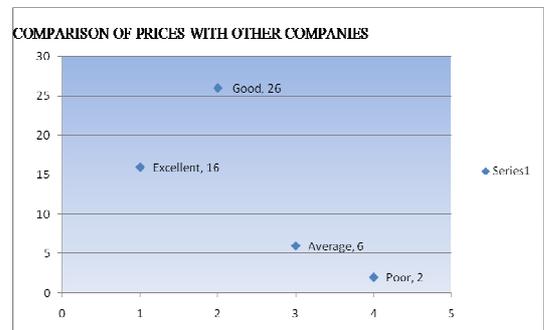
Particulars	Frequency	Percentage
Very satisfied	21	42
Somewhat satisfied	18	36
Neither satisfied nor dissatisfied	8	16
Somewhat dissatisfied	3	6
Very much dissatisfied	0	0
Total	50	100



42% of clients are Very satisfied in the overall quality in which they are handled 36% Are Somewhat satisfied and 16% are Neither satisfied nor dissatisfied 6% says that they are Somewhat dissatisfied. And no customer s says that they are Very much dissatisfied

TABLE 13 TABLE SHOWING HOW CLIENTS CAME TO KNOW ABOUT THE COMPANY

Particulars	Frequency	Percentage
Excellent	16	32
Good	26	52
Average	6	12
Poor	2	4
Total	50	100



32%of customers says that when comparing the prices with other companies the price offered by pricol is excellent and 52% says that its good.12% say that its average and 4% says that it is poor.

TABLE 14 TABLE SHOWING WEATHER THE CLIENTS WILL RECOMMEND THE SERVICES TO OTHERS

Particulars	Frequency	Percentage
Definitely will recommend	44	88
Not sure	4	8
Probably will not recommend	2	4
Definitely will not recommend	0	0
Total	50	100



88% of clients says that they will definitely recommend the services of pricol to others.8% says they are not sure and 4 % say that they Probably will not recommend the services to others.

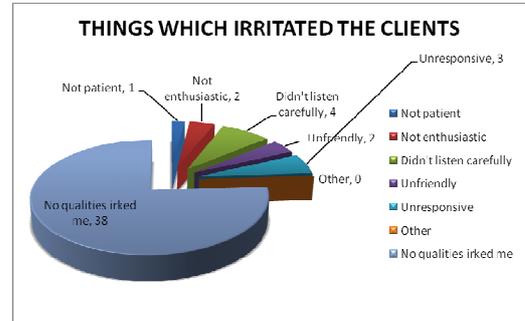
**CHAPTER – V
FINDING, SUGGESTIONS AND CONCLUSIONS**

FINDINGS

- In this new era of online booking most of the clients are approaching travel agents for their travel arrangements which is a good sign to them. Corporate need their travel arrangements done in minutes , so they prefer travel arrangements to make it done.
- The services offered by the company is just in the satisfaction level. Not many clients said that its excellent most of the clients has sad it is good and even some clients are not satisfied also. Company should take care of their problems and try to resolve them.
- The customer handling through phone is good in the company. But the time taking in resolving a problem of the customer is taking a bit long. Shortage of staffs is one reason for that. When the company grows man power should also be increased.
- When it comes to the overall handling of the clients company is good. The well trained staffs has got good knowledge about the product and they are able to clear the quires of the clients.
- The company is known to the corporate through the sales persons and by reference. It is a very good sign that people are referring the company to others to hire the service.
- Almost 80% of the clients said that that there were no things which irritated them while dealing with the executives.

TABLE 15 TABLE SHOWING THE THINGS WHICH IRRITATED THE CLIENTS

Particulars	Frequency	Percentage
Not patient	1	2
Not enthusiastic	2	4
Didn't listen carefully	4	8
Unfriendly	2	4
Unresponsive	3	6
Other	0	0
No qualities irked me	38	76
Total	50	100



76% of clients says that they were not irritated by anything . Even some of the clients says that some things made them irritated like the executive didn't listen carefully, were unresponsive etc. The executives are well trained to handle the customers.

SUGGESTIONS

- Company should increase the man power so that they can resolve the problems of the customers quickly and effectively.
- The company should provide attractive leisure packages to the clients. Now the leisure segment is down in the company. They should make good packages and sell it to the clients.
- Training of the employees should be done in frequent intervals, also newly appointed employees should be given special training so that they can understand the regular clients and study them.
- Company should offer discounts and offers to the regular clients which is not happening now. By offering discounts and offers to regular clients will help the company to generate new business as well as getting more business from the same clients.
- Company s not having any advertisements in the city. If the company can spent a small amount in advertisements it can generate more business.
- Small leisure trips should be organized among the company itself which will make good understanding with the employees.

SCOPE FOR FURTHER STUDY

Travel and Tourism industry is a vast industry which is growing due to the increase of people travelling day by day. This reason makes most of the business men to travel on this travel agency business.

CONCLUSION

A travel agency is a retail business, that sells travel related products and services to customers, on behalf of suppliers, such as airlines, car rentals, cruise lines, hotels, railways, sightseeing tours and package holidays that combine several products. In addition to dealing with ordinary tourists, most travel agencies have a separate department devoted to making travel arrangements for business travelers and some travel agencies specialize in commercial and business travel only. There are also travel agencies that serve as general sales agents for foreign travel companies, allowing them to have offices in countries other than where their headquarters are located.

The survey has been conducted using observation and through questionnaires. In the observation part it has been found out that the main respondents of this research would be the corporate and the walk in clients.

Success of travel agency business today is dependent upon providing a quality product or service enhanced by superior customer service, leading to total customer satisfaction and hopefully, repeat purchases and referrals from satisfied customers. One way to increase the chances of achieving all these things is to create strategic partnerships or alliances with your customers.

ANNEXURES**QUESTIONNAIRE****Personal Profile**

Name: _____ Gender: M/F _____ Age _____
Company : _____

Data Profile

1. How many times in a month you undertake the services of Pricol Travel ?

- <5
- 5-10
- 10- 15
- 15-20
- 20-25

2. What kind of service you have taken from Pricol Travel?

- Flight
- Train
- Tour
- Passport
- Visa
- Leisure

3. Do you always seek help of Travel Agency for arranging your Travel?

- No
- Some times
- Always

4. How do you rate the services offered by Pricol Travel?

- Excellent
- Good
- Average
- Poor

5. Are you satisfied with the Services by Pricol Travel?

- Yes
- No

6. How do you rate the process of getting your concerns resolved from pricol travel during a service?

- Excellent
- Good
- Average

- o Poor

Comments

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7. How do you rate the process of delivering the services to your company by Pricol Travel?

- o Very satisfied
- o Somewhat satisfied
- o Neither satisfied nor dissatisfied
- o Somewhat dissatisfied
- o Very dissatisfied

8. The following questions pertain to the customer service representative you spoke with most recently. Please indicate whether you agree or disagree with the following statements

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The customer service representative was very courteous	<input type="checkbox"/>				

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The customer service representative handled my call quickly	<input type="checkbox"/>				

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The customer service representative was very knowledgeable	<input type="checkbox"/>				

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The waiting time for having my questions addressed was satisfactory	<input type="checkbox"/>				

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
My phone call was quickly transferred to the person who best could answer my question	<input type="checkbox"/>				

9. How do you rate the overall quality of handling your issues?

- o Very satisfied
- o Some what satisfied
- o Neither satisfied nor dissatisfied
- o Somewhat dissatisfied
- o Very dissatisfied

10. How do you came to know about Pricol Travel?

- o A friend referred you
- o Sales person
- o Walk in
- o Advertisement

11. How did the product's price compare to your expectations?

- o Excellent
- o Very Good
- o Good
- o Fair

- o Poor

12. Are you getting any discounts or offers from Pricol Travel ?

- o Yes
- o No

Comments

.....

13. How likely are you to recommend our Services to others?

- o Definitely will recommend
- o Not sure
- o Probably will not recommend
- o Definitely will not recommend

14. What qualities of the customer service representative irked you?

- o Not patient
- o Not enthusiastic
- o Didn't listen carefully
- o Unfriendly
- o Unresponsive
- o Other
- o No qualities irked me

15. How do you think Pricol Travel can serve you better? Suggestions if any ?

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