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CUSTOMER SATISFACTION

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ABSTRACT
Customer satisfaction is one of the most important factors influencing the success and growth of any organization. This study focuses on analyzing customer satisfaction towards SRS Material Handling India Private Limited, Chennai. The study evaluates customer opinions regarding product quality, operational performance, delivery, installation, after-sales service, spare parts availability, operator training, and AMC charges. Primary data was collected from 100 respondents using structured questionnaires. Descriptive research design and percentage analysis were used for interpreting the data. The findings reveal that customers are generally satisfied with installation, packaging, delivery, and training services. However, certain areas such as operational performance, response time, and AMC pricing require improvement. The study concludes that continuous improvement in customer service and operational efficiency will strengthen customer loyalty and enhance the company's competitive position in the material handling industry.

KEYWORDS: *Customer Satisfaction, Material Handling, Forklifts, After-Sales Service, Operational Efficiency, Logistics.*

INTRODUCTION

Customer satisfaction refers to the level of happiness experienced by customers after using a product or service. It is a major indicator of organizational performance and business success. In today's competitive environment, organizations focus on providing quality products and efficient services to retain customers and increase profitability. SRS Material Handling India Private Limited is engaged in supplying, leasing, and servicing material handling equipment such as diesel and electric forklifts. The company serves industries including manufacturing, warehousing, retail, and logistics. This study examines customer satisfaction regarding the company's products and services and identifies areas for improvement.

OBJECTIVES OF THE STUDY

1. To study the customer satisfaction level towards SRS Material Handling India Pvt. Ltd.
2. To analyze product quality and operational performance.
3. To evaluate delivery, installation, and after-sales service.
4. To identify customer expectations and operational requirements.
5. To provide suggestions for improving customer satisfaction.

SCOPE OF THE STUDY

The study focuses on customer satisfaction regarding the products and services offered by SRS Material Handling India Pvt. Ltd. It covers product quality, equipment performance, delivery, installation, maintenance service, operator training, and AMC charges. The study helps understand customer expectations and operational efficiency within the organization.

LIMITATIONS OF THE STUDY

- The study is limited to 100 respondents only.
- Time constraints restricted detailed analysis.
- Some company information was confidential.
- Findings are based on customer opinions collected during the study period.
- The study does not include comparison with competitors.

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REVIEW OF LITERATURE

Richard L. Oliver (1980) explained that customer satisfaction depends on the gap between expectations and actual performance. Parasuraman, Zeithaml, and Berry (1988) introduced the SERVQUAL model emphasizing reliability, responsiveness, assurance, empathy, and tangibility. Philip Kotler (1997) defined customer satisfaction as the feeling arising from comparing product performance with expectations. Reichheld (2003) highlighted customer loyalty through the Net Promoter Score (NPS). Kumar (2010) emphasized customer relationship management and long-term customer profitability. These studies indicate that customer satisfaction significantly influences organizational growth, loyalty, and competitive advantage.

RESEARCH METHODOLOGY

Research Design

The study adopted a descriptive research design.

Sources of Data

Primary Data

Collected through structured questionnaires from customers.

Secondary Data

Collected from journals, company records, websites, and reports.

Sampling Technique

Convenience sampling method was used.

Sample Size

The study consists of 100 respondents.

Tools Used for Analysis

- Percentage analysis
- Tables and charts
- Interpretation method

DATA ANALYSIS AND INTERPRETATION

Demographic Analysis

- Majority of respondents (34%) belong to the age group of 31–40 years.
- Male respondents constitute 80% of the sample.
- Business owners form the highest occupational group (31%).
- Manufacturing sector respondents represent 28%.

Product and Service Analysis

- 61% respondents rated product quality highly (4 or 5 rating).
- 59% respondents stated that the equipment is easy to operate.
- 61% respondents reported timely delivery.
- 70% respondents were satisfied with packaging and delivery condition.
- 86% respondents agreed that the installation team was professional.
- 51% respondents stated that equipment breakdown occurs rarely.
- 45% respondents received service support within 24 hours.
- 58% respondents were satisfied with after-sales service.
- 78% respondents received operator training.
- 63% respondents felt AMC charges were reasonable.

Findings

The analysis shows that customers are generally satisfied with installation quality, operator training, spare parts availability, and delivery services. However, moderate dissatisfaction exists regarding operational performance and response time for service issues. The company has strong customer relationships but requires improvement in after-sales support and operational efficiency.

SUGGESTIONS

1. Improve equipment operational performance and reliability.

2. Strengthen after-sales service and complaint resolution systems.
3. Reduce service response time through additional service engineers.
4. Introduce flexible AMC pricing packages.
5. Maintain adequate spare parts inventory.
6. Provide regular operator training programs.
7. Conduct periodic customer feedback surveys for continuous improvement.

CONCLUSION

The study concludes that SRS Material Handling India Private Limited maintains a satisfactory level of customer satisfaction in areas such as installation, delivery, training, and service professionalism. Customers appreciate the company's quality service and operational support. However, improvements are necessary in equipment performance, after-sales service, and AMC pricing. By implementing effective customer-oriented strategies and improving operational efficiency, the company can strengthen customer loyalty and enhance its market position in the material handling industry.

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