

STUDY ON CUSTOMER SATISFACTION ON AFTER SALES SERVICE

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ABSTRACT

In today's competitive landscape, companies understand that a successful sale is just the beginning of the customer journey. While a high-quality product is crucial for initial attraction, it's the after-sales service that fosters customer satisfaction, loyalty, and ultimately, brand advocacy. This paper explores the importance of studying customer satisfaction with after-sales service and the key elements that contribute to a positive experience. After-sales service encompasses all the support a company provides after a customer purchases a product. This includes repairs, maintenance, warranty fulfillment, and technical assistance. Studies have shown a strong correlation between the quality of after-sales service and customer satisfaction. Satisfied customers are more likely to make repeat purchases, recommend the brand to others, and remain forgiving of minor product issues. Conversely, poor after-sales service can lead to frustration, negative word-of-mouth marketing, and customer churn. Several key factors contribute to a positive after-sales experience. Efficiency and Speed are paramount.

KEYWORDS:

Customer, Satisfaction, Sales, Service

INTRODUCTION

In today's market, after-sales service is no longer a secondary consideration; it's a strategic differentiator. By prioritizing high-quality after-sales support and actively measuring customer satisfaction, companies can build lasting customer relationships, foster brand loyalty, and ultimately drive long-term success. Investing in a robust after-sales service infrastructure goes beyond simply fixing problems; it demonstrates a commitment to customer well-being and fosters a community of brand advocates. (Ahmad, 2019)

After-sales service encompasses various aspects, including repairs, maintenance, warranty fulfillment, and customer support. It goes beyond simply fixing a product; it's about providing a positive and helpful experience during a potentially frustrating time for the customer. Studies have shown a strong correlation between effective after-sales service and customer satisfaction. Satisfied customers are more likely to recommend the brand to others, become repeat buyers, and even forgive minor product issues. On the other hand, poor after-sales service can lead to customer churn, negative word-of-mouth marketing, and damage a company's reputation.

Customers expect prompt responses to inquiries and a timely resolution of their problems. Competence and Knowledge of service personnel are essential to ensuring repairs are done correctly and questions are answered accurately. Transparency and Communication throughout the service process build trust and keep customers informed. Additionally, companies should strive for Convenience by offering multiple service channels (phone, online chat, in-person) and flexible appointment scheduling. Finally, a Customer-Centric Approach that demonstrates empathy and a willingness to go the extra mile fosters a sense of value and appreciation. (Mohammad, 2020)

Understanding customer sentiment towards after-sales service is crucial for continuous improvement. Companies can employ various methods to gather data. Surveys and Customer Satisfaction Ratings provide valuable insights into specific touch points within the service experience. Social Media Listening allows companies to monitor online conversations and identify areas of concern or praise. Focus Groups and In-Depth Interviews offer a deeper understanding of customer needs and frustrations. By analyzing this data, companies can identify areas for improvement and develop strategies to enhance customer satisfaction.

In the world of commerce, the act of a sale often takes center stage. Flashy marketing campaigns and enticing product features lure customers in, leading to the satisfying clink of a cash register. However, the true mark of a successful business transaction extends far beyond that initial exchange. It lies in the realm of after-sales service (after sales service), the often-overlooked aspect that fosters customer satisfaction, loyalty, and ultimately, a brand's long-term success. (Kumar, 2019)

At its core, after sales service encompasses all the support a company provides after a product is purchased. This can range from straightforward elements like warranties and repairs to more nuanced forms of assistance, such as product training and ongoing technical support. By offering a robust after sales service program, businesses demonstrate a commitment to their customers that goes beyond simply selling a

product. They become invested in ensuring the customer gets the most out of their purchase, fostering a sense of trust and building a lasting relationship.

The benefits of effective after sales service are multifaceted. Satisfied customers are more likely to become repeat buyers, boosting a company's bottom line. Positive word-of-mouth recommendations, amplified by the power of social media, can attract new customers organically. In today's competitive landscape, where brand reputation is paramount, a company's commitment to after sales service can be a key differentiator. A single negative service experience can quickly tarnish a brand's image, leading to lost business and damage control efforts. (Katarne, 2020)

REVIEW OF RELATED LITERATURE

Shammari et al. (2019): The ideal after sales service program is not a one-size-fits-all proposition. Different products and customer segments require tailored approaches. For complex machinery, extended warranties and readily available repair services are crucial.

Albert et al. (2020): Consumer electronics, on the other hand, might benefit more from user-friendly online tutorials and readily accessible customer support helplines. Recognizing these nuances and catering to specific needs demonstrates a company's understanding of its customer base and a commitment to their overall experience.

Ernest et al. (2020): The future of after sales service is likely to be shaped by technological advancements. Online chatbots and virtual assistants can provide immediate support, while augmented reality tools can offer remote troubleshooting assistance. Additionally, data collected through connected devices can allow companies to anticipate customer needs and offer proactive support, further strengthening the customer relationship.

Duggani et al. (2021): After-sales service is not merely an afterthought; it's the unseen hand that strengthens the bond between a company and its customers. By investing in comprehensive and responsive after sales service programs, businesses can cultivate a loyal customer base, foster brand advocacy, and ultimately, secure their long-term success in a competitive marketplace.

RESEARCH METHODOLOGY

The research design of the present investigation depends on the understanding that as a result of the scarcity of research on this specific theme it is an exploratory and descriptive examination using a blend of quantitative and subjective strategies. The design of this descriptive examination measures the current factors which measures the buying behavior of consumers. The respondents were given adaptability in denoting their preferences. Thus, this examination is both descriptive and exploratory.

Sample Size

A total of 100 respondents were chosen from public sectors of Delhi-NCR. We selected 100 employees working in different public companies in Delhi-NCR region.

Data Analysis

Regional Distribution of Respondents

Table No.- 1 : Regional Distribution of Respondents (Employees)

| S. No. | Area Name | No. of Respondents |
|--------|--------------|--------------------|
| 1. | Delhi-NCR | 100 |
| | Total | 100 |

Analysis -

The above table shows the regional details of the respondents. For the study, a total of 100 employees working in different companies of Delhi-NCR were selected.

Age

Table no. 2: Age-wise Classification of Selected Employees

| S.No. | Age-Group | Employees | |
|-------|--------------|------------|------------|
| | | No. | Percentage |
| 1. | 20-30 | 27 | 27 |
| 2. | 31-40 | 58 | 58 |
| 3. | above 40 | 15 | 15 |
| | Total | 100 | 100 |

Analysis:

It is clear from above Table no. 2 that out of total 100 employees from Delhi-NCR, the age group between 20-30 years were 27 (27 percent) and No. of employees with age group 31-40 years were 58 (58 percent). On the other hand, there were 15 respondents with age higher than 40.

Interpretation-

The above chart shows the age percentage of employees in Delhi-NCR. According to which, the percentage of employees in the age group of 20-30 years is 27 and the percentage of age group 31-40 years is 58. While there were 15% respondents in the age-group of above 40.

Table no. 3: Gender Classification of Selected Employees

| S.No. | Gender | Employees | |
|-------|--------------|------------|------------|
| | | No. | Percentage |
| 1. | Male | 67 | 67 |
| 2. | Female | 33 | 33 |
| | Total | 100 | 100 |

Analysis:

It is clear from above Table no. 3 that out of total 100 employees from Delhi-NCR, 67 were male and 33 were females.

Interpretation-

The above chart shows the gender percentage of selected employees in Delhi-NCR. According to which, the percentage of male employees is 67 and the female ones is 33.

Table 4 : Analysis of Employees on the basis of working in their respective organization

| S. No. | Since how many years have you been working | No. | Percentage |
|--------|--|-----|------------|
|--------|--|-----|------------|

| | with this organization? | | |
|----|-------------------------|------------|------------|
| 1. | 0-5 Yrs. | 16 | 16 |
| 2. | 5-10 Yrs. | 47 | 47 |
| 3. | 10-15 Yrs. | 23 | 23 |
| 5. | More than 15 Yrs. | 14 | 14 |
| | Total | 100 | 100 |

Analysis:

From above table no. 4, it is clear that out of total 100 selected employees from Delhi-NCR, 16 were working in their current organizations from last 0-5 years. There were 47 and 23 respondents respectively who were working in their respective firms from last 5-10 and 10-15 years. On the other hand, there were only 14 respondents who were working in their respective forms from more than 15 years.

Interpretation-

The above chart shows the analysis of employees on the basis of working in their respective organization. According to which, majority of the respondents i.e. 47% were working in their corresponding organizations from last 5-10 years. On the other hand, minority of the respondents i.e. 14% were working in their corresponding firms from last more than 15 years.

Table: 5: Regression Analysis

| | Private Sector | Public Sector |
|--------------------|----------------|---------------|
| R ² | 0.393 | 0.396 |
| F | 33.405* | 37.839* |
| Constant | 0.289 | 0.301 |
| Awareness level | 0.006 | 0.296* |
| Satisfaction level | 0.290* | 0.196*** |

Table 5 shows that the Awareness level and customer Satisfaction level variable explain 44.2% (Private Sector) and 43.1% (Public Sector) variance of after sales service.

CUSTOMER SATISFACTION ON AFTER SALES SERVICE

Studying customer satisfaction with after-sales service offers valuable insights into what truly matters to customers. Through surveys, interviews, and focus groups, businesses can identify key factors influencing customer perception. These factors might include:

- **Efficiency:** How quickly and easily can customers access after-sales service?
- **Competence:** Are the service representatives knowledgeable and skilled in resolving issues?
- **Communication:** Does the company keep customers informed throughout the service process?
- **Courtesy:** Are service representatives friendly, professional, and empathetic?
- **Cost:** Are the service fees reasonable and transparent?

By understanding these pain points and expectations, businesses can tailor their after-sales service to better meet customer needs.

Investing in research on customer satisfaction with after-sales service offers several advantages:

- **Improved Service:** Identifying areas for improvement allows businesses to refine their service processes, leading to a more efficient and effective after-sales operation.
- **Increased Customer Retention:** Satisfied customers are more likely to remain loyal to the brand, leading to increased customer lifetime value.
- **Enhanced Brand Image:** A positive after-sales experience fosters brand loyalty and creates a positive image in the marketplace.
- **Competitive Advantage:** In a crowded market, excellent after-sales service can differentiate a company from its competitors.

After-sales service is no longer an afterthought; it's a strategic investment. Studying customer satisfaction with after-sales service provides businesses with valuable data to improve their service offerings, ultimately fostering customer loyalty and driving long-term success. By prioritizing after-sales service and demonstrating a commitment to customer satisfaction, companies can unlock their true potential for growth and brand advocacy. While the initial sale might be the initial hurdle, for many businesses, the true test of

customer loyalty lies in after-sales service (ASS). This paper will explore the key challenges companies face in ensuring customer satisfaction through ASS and propose potential solutions to navigate this critical aspect of customer relationship management.

One primary challenge is managing expectations. Customers often have varying levels of technical knowledge and may not fully grasp a product's capabilities or potential issues. Clear and concise communication, be it through user manuals, online tutorials, or readily available product specialists, is crucial to bridge this knowledge gap. Furthermore, companies grapple with ensuring efficiency and prompt service. Long wait times, complex repair processes, and a lack of transparency can leave customers feeling frustrated and undervalued. Investing in well-trained technicians, streamlining service procedures, and providing regular updates on the repair status can significantly enhance the customer experience. Another hurdle is ensuring accessibility. In today's digital age, customers expect multiple channels for contacting customer support. Offering a combination of phone lines, email support, live chat options, and even social media engagement allows customers to choose their preferred method of communication.

Finally, a crucial challenge lies in actively seeking and incorporating customer feedback. Regular surveys, post-service call backs, and online review platforms provide valuable insights into customer pain points and areas for improvement. By actively listening and implementing solutions based on this feedback, companies demonstrate their commitment to continuous improvement and customer satisfaction. One of the biggest hurdles is managing customer expectations. In today's digital age, customers expect prompt and efficient service. They want easy access to information, fast resolution times, and clear communication throughout the process. This can be difficult to achieve, especially when dealing with complex issues or limited resources.

Another challenge lies in balancing cost and quality. Providing top-notch service often requires skilled technicians, readily available replacement parts, and efficient logistics networks. This can be expensive to maintain, especially for companies with a wide range of products or a geographically dispersed customer base. Finding the right balance between cost-effectiveness and delivering a positive customer experience is crucial.

Technological advancements can also present challenges for ASS teams. The increasing complexity of products, coupled with the rise of internet-of-things (IoT) devices, can make troubleshooting and repairs more intricate. ASS teams need to stay updated on the latest technologies and be equipped with the proper

tools and training to handle these evolving demands. Furthermore, the availability of spare parts can be a significant bottleneck. Ensuring a steady supply of parts for older products or those with limited production runs can be difficult and time-consuming. This can lead to delays in repairs and frustrate customers who are already facing an inconvenience. Finally, fostering a culture of customer centricity is paramount for successful after-sales service. This requires empowering employees with the decision-making authority to resolve customer issues effectively. Additionally, fostering open communication channels allows for gathering valuable customer feedback that can be used to continuously improve ASS processes.

After-sales service presents a unique set of challenges for businesses. By effectively managing customer expectations, balancing cost and quality, staying abreast of technological advancements, ensuring spare parts availability, and prioritizing a customer-centric approach, companies can overcome these hurdles and leverage after-sales service as a powerful tool to build customer loyalty and achieve long-term success.

CONCLUSION

Navigating the landscape of after-sales service is a constant tightrope walk for businesses. By addressing challenges concerning communication, efficiency, accessibility, and feedback mechanisms, companies can cultivate a culture of customer-centric service, fostering loyalty and repeat business. Ultimately, a robust after-sales service strategy isn't just about resolving issues; it's about building trust and strengthening customer relationships for the long term.

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