

Review Paper on “Customer Satisfaction for Services Provided By Different Vendors”

Jasmine Zala
C.E.O, DCE, B.E, M.E Civil
Meghraj Geotech Engineering
Jamnagar, India

Jignesh Zala
MBA
Meghraj Geotech Engineering
Jamnagar, India

Abstract—“Customer is king of market”, & we believe that customer is price payer and expects some proper products as well as services. Products are material and it is physical in nature, which customers are understands and making differences easily on the bases of certain criteria of quality. But the problem comes at service, when we discuss about services it is overall intangible and there are many factors associated to measure services. Service may be add-on on product or it may be just service. Customer satisfaction means what customer expects and what is provided by vendor. If expected quality and quantity meets then customer is considered to be satisfied.

In this competitive global market customer is satisfied with products but there is some gap in customer’s expectation for services. So for this reasons there is requirement of improvement in service sector and to highlight that points this paper may be base for new research in this direction.

Keywords— *Service, Intangible, Customer Satisfaction, Quality and Quantity*

I. INTRODUCTION

In market there is invisible hand which makes market work and demand and supply fulfill accordingly, we as service providers have to take some proper actions to improve services and services are mostly difficult to deliver rather than products. Service sector in India is in developing stage and about 25% (approx) of economic returns are contributed to our GDP. People in India are now focusing towards service sector and TCS and other private as well as public sector companies had contributed more in India.

Our Modji had promoted service sector in form of Digital India and other service sector had been promoted in different forms. Our point of view was customer satisfaction in service sector will be highlighted by improving quality of services in different forms. Customer retention ratio is affected by services provided by vendors. Example- State transport bus which is compared with private travels. Due to monopoly in service sector some public companies survive but other than that there is edge to edge competition in service sector market.

II. PROBLEMS IN SERVICES BY SERVICE PROVIDERS

In India there are many reasons due to which services are not properly served. Service sector is lacking due to following reasons.

1) *Time factor*: The main factor of service depends on time if it is not served on time than customer will be frustrated

and his expectations will not meet, than he will search for other options.

2) *Presentation*: How service is presented that also matters a lot. If you need to travel in railway and u have alternate option of Volvo bus, you will prefer Volvo bus rather than train. In other words if we go in restaurant and waiters and other staff is not in proper dress code or menu card is not proper than customers search other options.

3) *Behavior*: As man is a social animal, everyone likes to hear polite language and proper answer for proper query. Best example for it is Vodafone customer care... option is bsnl which is having worst customer care services.

As above factors play important role and can enhance the sales of service sector if properly taken care.

TABLE I. DO’S AND DO NOT’S WHILE HANDLING CUSTOMERS IN SERVICE SECTOR

Wrong way to give answers to customers	Correct way to give answer to customer
I Don’t Know	I will find it out
That’s not my Job	Let me find out the right person who can help
No	What can I do is.....
You are right, that’s bad	I Understand your Frustrations.
That’s not my fault	Let’s see what can we do about this
You want it by when..?	I will try my best.
Calm down....	I am Sorry.

As above table suggests how to give polite answers to our customer because we can retain customers by making them happy, and trying to give them utmost satisfaction.

A. *Some customer Service techniques which will help to retain customers*

- Making Good Impression (First Time)
- Proper Telephonic Conversion
- Putting customer on hold (never put on hold more than Minute)
- Transfer call to right person
- Take proper message and give feedback on time of that message.

B. Some statics which shows customer involvement in re-purchasing the products or Services

- If customer's complaints are handled properly then 80% of customers will defiantly come back and enjoy your service or products.
- If customer's complaints are not handled properly then 90% of customers will never come back

C. So again focusing on Service sector and some good rules to follow are

- Be on time, Open on time, Deliver on time.
- Follow through & deliver your promises.
- Go extra mile for customers.
- Treat customer as most important job of your job.
- Give customer your contact details properly

III. BENEFITS OF GOOD CUSTOMER SERVICES PROVIDERS

- Higher Income.
- Recognition
- Personal satisfaction and Fulfillment
- Less stress
- Higher self-awareness & self-Control
- Greater authenticity
- Happier life at work
- Happier life outside work

IV. BENEFITS TO BUSINESS ORGANIZATIONS

- More repeat business
- More referred business
- Fewer returns and complains
- Better goodwill
- Higher productivity

CONCLUSION

As business world is customer centered, I had suggested all the different techniques to retain customers in service sector. According to World Bank report 2015, sector wise Indian GDP composition in 2014 are as follows: Agriculture (19.9%), Industry (27.2%) and Services (52.9%). Updated on 8th July 2015

In India service sector is contributing more in GDP as well as in employment so service sector must be given more importance and proper training should be given to executives and employees so service sector can contribute more than present situation.

It is booming because of online world. Because of internet and telecommunication world really had been a global village.

REFERENCES

- [1] [Online] <http://www.wikipedia.com>, <http://data.worldbank.org/>.
- [2] Customer satisfaction in the service sector: a case study of the airline industry Rajat K. Baisya (Department of Management Studies, Indian Institute of Technology Delhi, New Delhi 110 016) R. Sarkar (Department of Management Studies, Indian Institute of Technology Delhi, New Delhi 110 016)
- [3] Review article on Customer Retention a challenge in today's Era. Authors: Rohit Lala.