



CUSTOMER SATISFACTION IN TERMS OF COMPANY IMAGE, CONSULTANCY & CUSTOMER SERVICE: A CASE OF JINDAL INDUSTRIES

Dalbir Singh

Assistant Professor, Haryana School of Business, G.J. University of Science and Technology, Hisar

M.R.P. Singh

Associate Professor, Department of Management, Central university of Rajasthan, Ajmer

Voice of Research

Volume 4, Issue 1

June 2015

ISSN 2277-7733

Abstract

Customer satisfaction is key to business success. There is a great deal of information being published today and discussed on the topic customer service and customer satisfaction. Proponents of these topics or approaches to conducting business tend to emphasize the importance of conforming to specifications, keeping processes in control, meeting requirements, giving customers what they want and handling complaints effectively. It is a simple truth. Satisfied customers do more business with you more often. They purchase more each time around, and they purchase more often. They also refer their family and friends to you. The link between sales, service, satisfaction and profits is direct. The more a customer is satisfied, the more he or she spends. The more customers spend, the more you sell. And usually, when you sell more, your profits are greater. The paper highlights the customer satisfaction in terms of company image, technical consultancy provided and customer services in Jindal Industries.

Keywords: *Customer Satisfaction, Company Image, Consultancy, Customer Services.*

Everyone is aware of the importance of satisfying customers. We can't get away from the fact the reporters, authors, consultants, and everyone else is telling us that we must satisfy our customers in order to be competitive. Yet, while these same people tell us what to do and some tell us how to do it few if any tell us how to determine how well we are doing it. We only know how well we are satisfying our customers if we measure their satisfaction levels. There is a great deal of information being published today and discussed on the topic customer service and customer satisfaction. Proponents of these topics or approaches to conducting business tend to emphasize the importance of conforming to specifications, keeping processes in control, meeting requirements, giving customers what they want and handling complaints effectively. Despite the proliferation of books, articles, videos, seminars and conferences on these subjects and approaches, none of them is central to a successful business. It is a simple truth. Satisfied customers do more business with you more often. They purchase more each time around, and they purchase more often. They also refer their family and friends to you. The link between sales, service, satisfaction and profits is direct. The more a customer is satisfied, the more he or she spends. The more customers spend, the more you sell. And usually, when you sell more, your profits are greater. Whenever we measure something, it gets performed, completed, and usually, improved upon. That is why measurement techniques are so important to customer satisfaction. When we have a quantifiable number, or measure, to put on a behavior, people can see exactly what effect that behavior is having on their own and the company's performance. Asking customers to rate us on our levels of service, and their level of satisfaction, virtually guarantees that we will work to improve our efforts in these areas. The paper highlights the customer satisfaction in terms of company image, technical consultancy provided and customer services.

Literature Review: Customer satisfaction is a key and valued outcome of good marketing practice. According to Drucker (1954), the principle purpose of a business is to create

satisfied customers. Increasing customer satisfaction has been found to lead to higher future profitability (Anderson, Fornell, and Lehmann 1994), lower costs related to defective goods and services (Anderson, Fornell, and Rust 1997), increased buyer willingness to pay price premiums, provide referrals, and use more of the product (Reichheld 1996; Anderson and Mittal 2000), and higher levels of customer retention and loyalty (Fornell 1992; Anderson and Sullivan 1993; Bolton 1998). Increasing loyalty, in turn, has been found to lead to increases in future revenue (Fornell 1992; Anderson, Fornell, and Lehmann 1994) and reductions in the cost of future transactions (Reichheld 1996; Srivastava, Shervani, and Fahey 1998). All of this empirical evidence suggests that customer satisfaction is valuable from both a customer goodwill perspective and an organization's financial perspective. While it seems clear that increasing customer satisfaction is beneficial to a marketing manager, how to measure it is less clear. Customer satisfaction has been studied from the perspective of the individual customer and what drives their satisfaction (Oliver and Swan 1989; Oliver 1993; Fournier and Mick 1999) as well as from an industry-wide perspective to compare customer satisfaction scores across firms and industries (Fornell 1992; Anderson, Fornell, and Lehmann 1994; Fornell et al. 1996; Mittal and Kamakura 2001), while other research has examined customer satisfaction in a single organization (Schlesinger and Zornitsky 1991; Hallowell 1996; Loveman 1998) or across several organizations (DeWulf, Odekerken-Schröder, and Iacobucci 2001). In addition, specific tools for measuring customer satisfaction have been developed in the past, including SERVQUAL (Parasuraman, Berry, and Zeithaml 1988, 1991). Thus, there exists an ample literature on which to draw when attempting to measure customer satisfaction. There are two principal interpretations of satisfaction within the literature of satisfaction as a process and satisfaction as an outcome (Parker and Mathews, 2001). Early concepts of satisfaction research have typically defined satisfaction as a post choice evaluative judgment concerning a specific purchase decision (Oliver, 1980; Churchill and



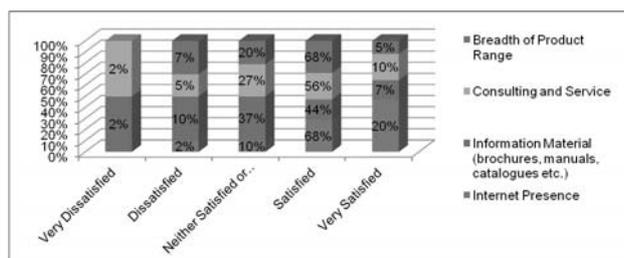
Suprenant, 1992; Bearden and Teel, 1983; Oliver and DeSarbo, 1988). More recently, renewed attention has been focused on the nature of satisfaction ± emotion, fulfillment and state (Parker and Mathews, 2001). Consequently, recent literature adds to this perspective in two ways. First, although traditional models implicitly assume that customer satisfaction is essentially the result of cognitive processes, new conceptual developments suggest that affective processes may also contribute substantially to the explanation and prediction of consumer satisfaction (Fornell and Wernerfelt, 1987; Westbrook, 1987; Westbrook and Oliver, 1991). Second, satisfaction should be viewed as a judgment based on the cumulative experience made with a certain product or service rather than a transaction-specific phenomenon (Wilton and Nicosia, 1986). Searching for information is a key stage of a consumer's decision-making process and may include a search for both internal and external information. As the perceived risk of a purchase decision increases, consumers search for more information in order to cope with uncertainties about the potential positive or negative consequences (Jihye Park, 2005).

Research Methodology: In this study all channel partner of the Jindal Industry is our population as well as sample and target customers. There are approximate 250 channel partners in Jindal industry. We tried to reach with the every channel partner and finally reached around 230 channel partner. A questionnaire was circulated to the target channel partner and requested to fill it. Response rate was very low but still we got 70 responses, an out of 70 responses, 41 responses was completely filled. Sample size was low but this was enough to make the conclusion for the customer satisfaction in Jindal Industry because the sample was randomly and almost form the across the entire country.

Data Analysis

1. Company Image

Company Image				
Response	Internet Presence	Information Material (brochures, manuals, catalogues etc.)	Consulting and Service	Breadth of Product Range
Very Dissatisfied		2%	2%	
Dissatisfied	2%	10%	5%	7%
Neither Satisfied or Nor Dissatisfied	10%	37%	27%	20%
Satisfied	68%	44%	56%	68%
Very Satisfied	20%	7%	10%	5%



To examine the customer satisfaction toward the company image, First of all, bar chart and frequency distribution are used to analysis the customer satisfaction toward the

company image. For the internet presence in the market 20% customer are very satisfied. 68% percent customers are satisfied. 88% customers are satisfied out of 44 customers. So overall, customers are satisfied from the internet presence of the Jindal industry in the market. 7% customer are very satisfied for “Information Material (brochures, manuals, catalogues etc.)” and only 44% customer are satisfied, where 10% customer are dissatisfied and 2% customer are very dissatisfied. 37% customers are neutral. They are neither satisfied nor dissatisfied. Out of 44 customers only 51% customer are satisfied. Information material information seems to be problematic area, where company need to pay attention. From consulting and services 10% customer are very satisfied and 56% customer are satisfied. Only 2% customer are very dissatisfied and 5% customer are dissatisfied. Overall customers are satisfied from the consulting and services provide from Jindal industries. 37% customers are neither satisfies or dissatisfied. Although major chunk or customers are satisfied but still company need to be improve more their consulting and services. Response rate from customers for “Breadth of Product Range” is quite good. 68% customers are satisfied and 5% customers are very satisfied. Overall 73% customers are satisfied from company breadth of product range. For more information what channel partner thinks about the company image, kindly refer above frequency table and charts.

Company Image: Chi Square Test

Internet Presence			
	Observed N	Expected N	Residual
Dissatisfied	5	20.5	-15.5
Satisfied	36	20.5	15.5
Total	41		

Information Material			
	Observed N	Expected N	Residual
Dissatisfied	20	20.5	-.5
Satisfied	21	20.5	.5
Total	41		

Breadth of Product Range			
	Observed N	Expected N	Residual
Dissatisfied	11	20.5	-9.5
Satisfied	30	20.5	9.5
Total	41		

Consulting and Service			
	Observed N	Expected N	Residual
Dissatisfied	14	20.5	-6.5
Satisfied	27	20.5	6.5
Total	41		

Test Statistics				
	Internet Presence	Information Material (brochures, manuals, catalogues etc.)	Consulting and Service	Breadth of Product Range
Chi-Square	23.439 ^a	.024 ^a	4.122 ^a	8.805 ^a
df	1	1	1	1
Asymp. Sig.	.000	.876	.042	.003

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.5.

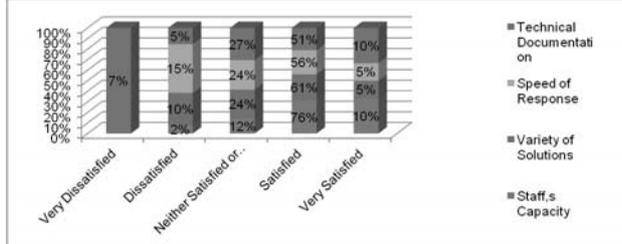
To examine the customer satisfaction toward the company image, Chi-Square test is applied. Overall satisfaction toward company image is significant at 95% confidence interval. Our study showing that channel partner is satisfied with the



company image. Chi-square test was significant (23.439), $p < 0.00$ "Internet Presence" with one degree of freedom. Information Material is insignificant (0.024), $p > 0.05$ with one degree of freedom. Channel partner is not satisfied with the information provided for brochures, manuals, catalogues etc. Chi-Square test was significant (4.122), $p < 0.05$ for consulting and service with one degree of freedom. Chi-Square test for breadth of product range is also significant (8.805), $p < 0.05$. As per customer response Jindal industry has good image presence in market.

2. Technical Consulting Service

Technical Consulting Service				
Response	Staff's Capacity	Variety of Solutions	Speed of Response	Technical Documentation
Very Dissatisfied				7%
Dissatisfied	2%	10%	15%	5%
Neither Satisfied or Nor Dissatisfied	12%	24%	24%	27%
Satisfied	76%	61%	56%	51%
Very Satisfied	10%	5%	5%	10%



To examine the customer satisfaction toward the technical consulting services, bar chart and frequency distribution are used to analysis the customer satisfaction. Staff's capacity for technical consulting is good with Jindal industry. 10% customers are very satisfied and 76% customers are satisfied with staff's capacity. Overall 86% customers are satisfied with staff's capacity for technical consulting. None of customers are very dissatisfied. Only 2% customers are dissatisfied. Jindal industry is also good in providing variety of solutions for technical consulting services. 5% customers are very satisfied and 61% customers are satisfied. Overall 66% customers are satisfied. Speed of response for technical services in Jindal industry is good. 5% customers are very satisfied and 56% customers are satisfied with the speed of response for technical services in Jindal. None of customers are very dissatisfied and only 15% customers are saying that they are disagree with the speed of response. 24% customers are neutral. They are not dissatisfied and nor they are satisfied. They are not able to make conclusions about speed of response in Jindal. Response rate for technical documentation for technical services is good. 10% customers are very satisfied and 51% customers are satisfied. Only 7% customer are very dissatisfied and 5% customer are dissatisfied with the technical documentation in Jindal industry. 27% customers are neutral.

Technical Consulting Service: Chi Square Test

Staff's Capacity			
	Observed N	Expected N	Residual
Dissatisfied	6	20.5	-14.5
Satisfied	35	20.5	14.5
Total	41		

Variety of Solutions			
	Observed N	Expected N	Residual
Dissatisfied	14	20.5	-6.5
Satisfied	27	20.5	6.5
Total	41		

Speed of Response			
	Observed N	Expected N	Residual
Dissatisfied	16	20.5	-4.5
Satisfied	25	20.5	4.5
Total	41		

Technical Documentation			
	Observed N	Expected N	Residual
Dissatisfied	16	20.5	-4.5
Satisfied	25	20.5	4.5
Total	41		

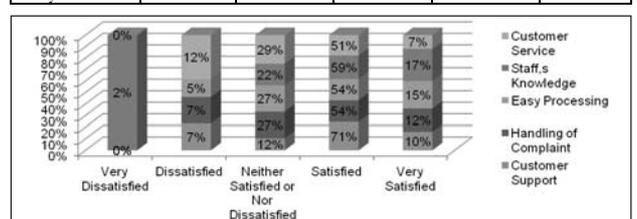
Test Statistics				
	staff's Capacity	Variety of Solutions	Speed of Response	Technical Documentation
Chi-Square	20.512 ^a	4.122 ^a	1.976 ^a	1.976 ^a
df	1	1	1	1
Asymp. Sig.	.000	.042	.160	.160

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.5.

To examine the customer satisfaction toward the technical consulting services, Chi-Square test is applied. Overall satisfaction toward technical consulting services is significant. Our study showing that channel partner is highly satisfied with staff's capacity and with variety of solutions. Chi-square test is significant (120.512), $p < 0.05$ for "Staff's Capacity" and (4.122), $p < 0.05$ for "Variety of solutions" "with one degree of freedom. But with the "Speed of response" and "Technical documentation" channel partner is not that much happy. Chi-square test for "Speed of response" and "Technical documentation" is (1.976), $p > 0.05$ and (1.976), $p > 0.05$ accordingly.

3. Customer Service

Customer Service					
Response	Customer Support	Handling of Complaint	Easy Processing	staff's Knowledge	Customer Service
Very Dissatisfied	0%	0%	0%	2%	0%
Dissatisfied	7%	7%	5%	#N/A	12%
Neither Satisfied or Nor Dissatisfied	12%	27%	27%	22%	29%
Satisfied	71%	54%	54%	59%	51%
Very Satisfied	10%	12%	15%	17%	7%



To examine the customer satisfaction toward customer services, bar chart and frequency distribution are used to analysis the customer satisfaction. 10% customers are very satisfied and 71% customers are satisfied for customers support. Overall 81% customers are satisfied services provided by Jindal industry for customers support. None of customers are very dissatisfied with provided customers supports, only



7% customers are dissatisfied with provided customers support. 12% are neither satisfied or nor dissatisfied with provide customers support. For handling of complained 12% customers are very satisfied and 54% customers are satisfied. Overall 66% customers are satisfied for customers services for handling of complained. None of customers are very dissatisfied. Only 7% customers are dissatisfied. 27% customers are neither satisfied or nor dissatisfied. 15% customers are saying that they are very satisfied with easy processing and 54% customers are satisfied with easy processing. None of customers are very dissatisfied, only 7% customers are saying they are dissatisfied with easy process argument. Approximate 27% customers are neither satisfied or nor dissatisfied with easy process statement. At customer services, 17% customers are very satisfied and 59% customers are satisfied with staff's knowledge. Only 2% customers are very dissatisfied with the staff's knowledge and none of customers are dissatisfied with staff's knowledge. 22% customers are neither satisfied or nor dissatisfied with staff's knowledge. Overall customers are satisfied with the customer services. 7% customers are very satisfied and 51% customers are satisfied with customer services provided in Jindal industries. None of customers are very dissatisfied with customer services. Only 12% customers are dissatisfied with customers' services. 29% customers are neither satisfied or nor dissatisfied with the customers services in Jindal industry.

Customer Service: Chi Square Test

Customer Support					
	Observed N	Expected N	Residual		
Dissatisfied	8	20.5	-12.5		
Satisfied	33	20.5	12.5		
Total	41				
Handling of Complaint					
	Observed N	Expected N	Residual		
Dissatisfied	14	20.5	-6.5		
Satisfied	27	20.5	6.5		
Total	41				
Easy Processing					
	Observed N	Expected N	Residual		
Dissatisfied	13	20.5	-7.5		
Satisfied	28	20.5	7.5		
Total	41				
staff's Knowledge					
	Observed N	Expected N	Residual		
Dissatisfied	10	20.5	-10.5		
Satisfied	31	20.5	10.5		
Total	41				
Customer Service					
	Observed N	Expected N	Residual		
Dissatisfied	17	20.5	-3.5		
Satisfied	24	20.5	3.5		
Total	41				
Test Statistics					
	Customer Support	Handling of Complaint	Easy Processing	staff's Knowledge	Customer Service
Chi-Square	15.244 ^a	4.122 ^a	5.488 ^a	10.756 ^a	1.195 ^a
df	1	1	1	1	1
Asymp. Sig.	.000	.042	.019	.001	.274

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.5.

To examine the customer satisfaction toward customer services, a Chi-Square test is applied. Overall satisfaction

toward customer services is significant at 95% confidence interval. Our study showing that channel partner is satisfied with customer services. Chi-square test for customer support, handling of complaint, easy processing and staff's technical knowledge is significant with (15.244), $p < 0.00$, (4.122), $p < 0.04$, (5.488), $p < 0.05$ and (10.756), $p < 0.05$ accordingly. Question response for customer services is insignificant with (1.195), $p > 0.05$. But overall the channel partner is satisfied with provided customer services.

Conclusion

The purpose of the current study was to evaluate the customer satisfaction in terms of company image, consultancy and customer service in Jindal industry. Customers are satisfied with the overall company image. As per customer response Jindal industry has good image in market. Channel partner is not satisfied with the information provided for brochures, manuals, catalogues etc. They are highly satisfied with staff's capacity and with variety of solutions in terms of consultancy. But with the "Speed of response" and "Technical documentation" channel partner is not that much happy. They are satisfied with provided customer services in terms of customer support, handling of complaint, easy processing and staff's technical knowledge.

References

Anderson Eugene W., Fornell Claes, & Mazvancheryl Sanal K., October 2004; 'Customer Satisfaction and Shareholder Value', Journal of Marketing; Vol. 68

Cooper Donald R. and Schindler Pamela S.; 2003, Business Research Methods; Eighth edition; ISBN: 0- 07-249870-6; McGraw-Hill higher Education; Cox J. and Dale, 2001, 'Service quality and e-commerce: an exploratory analysis; Managing Service Quality; Vol.11. No. 2

Kotler Philip, 2003, Marketing Management, Pearson Education, Inc. Fifth edition.

Lee Haksik, Lee Yongki and Dongkeun, 2000; the determinants of perceived service quality and its relationship with satisfaction; Journal of services marketing; vol. 14 No. 3, pp. 217-231.

Lin Chia Chi, 2003, 'A critical appraisal of customer satisfaction and e-commerce', Managerial Auditing Journal, Vol. 18/3 pages 202-212.

Moreno Muffatto and Roberto; 1995, A process-based view for customer satisfaction; International Journal of Quality & Reliability Management; Vol. 12 No. 9, pp. 154-169.

Parasuraman, A. Zeithaml, Valarie A. Malhotra, Arvind, Feb2005; E-SQUAL: A Multiple-Item Scale for Assessing Electronic Service Quality; Journal of Service Research, Vol. 7 Issue 3, p213-233.

Parmita Saha, Yanni Zhao, 2005; Relationship between online service quality and customer satisfaction,, Master's thesis; Lulea University of Technology.

Pipe Industries Reports 2010-2011.

Rampersad Hubert; 2001, 75 painful questions about your customer satisfaction; The TQM Magazine; Vol. 13, No 5, pp. 341-347.

Saunders Mark N. K., Thornhill Adrian, 2003, Organizational justice, trust and the management of change An exploration, Personnel Review Vol. 32 No. 3, pp. 360-375.

Söderlund Magnus, 1998; Customer satisfaction and its consequences on customer behavior revisited The impact of different levels of satisfaction on word of- mouth, feedback to the supplier and loyalty; International Journal of Service Industry Management, Vol. 9 No. 2, pp. 169-188.

Stauss Bernd, 2002; 'the dimensions of complaint satisfaction: process and outcome complaint satisfaction versus cold fact and warm act complaint satisfaction',