

**CUSTOMER SATISFACTION TOWARDS ORDER PROCESSING, QUOTATION PROCESSING AND SUPPLY IN JINDAL INDUSTRIES****Voice of Research**
Volume 3 Issue 2
September 2014
ISSN No. 2277-7733**Dalbir Singh**

Assistant Professor

Haryana School of Business, Guru Jambheshwar University of Science and Technology, Hisar

M. R. P. Singh

Professor, Central University of Rajasthan

Abstract

Customer satisfaction is essential to business success. Satisfied customers do more business with you more often. They purchase more each time, and they purchase more often. They also refer their family and friends to you. When you sell more, your profits are greater. If your customer is not satisfied, he or she will stop doing business with you. All the things you do to achieve quality and provide excellent service are not important at all if you do not work to satisfy the customer. Customer satisfaction is the customer's perception that his or her expectations have been met or surpassed. You buy something and you expect it to work properly. If it does, you are satisfied. If it does not, you are dissatisfied. Now, it is up to the seller to find a way to fix the problem so that you can become satisfied. The paper highlights the customer satisfaction towards order processing, quotation processing and supply in Jindal Industries.

Key words : *Customer Satisfaction, Order Processing, Quotation Processing.*

As we scale the chronological ladder of time, we find a number of industries that have assumed significance in Indian economy. With the rapid globalization, this growth is likely to accelerate in future. The thing that counts today is customer satisfaction. If your customer is not satisfied, he or she will stop doing business with you. All the things you do to achieve quality and provide excellent service are not important at all if you do not work to satisfy the customer.

Just what is customer satisfaction? It is the customer's perception that his or her expectations have been met or surpassed. You buy something and you expect it to work properly. If it does, you are satisfied. If it does not, you are dissatisfied. Now, it is up to the seller to find a way to fix the problem so that you can become satisfied. When the fix occurs to your approval, you are satisfied. When it does not, you will "vote with your feet" and take your business elsewhere. The paper highlights the customer satisfaction in terms of order processing, quotation processing and supply in Jindal Industries.

About Organization

Shri. O P Jindal, an industrialist par excellence under whose aegis the O P Jindal Group grew from strength to strength. But for the world at large Shri O. P. Jindal was much more than that. He was a leader of the masses, someone who would often champion the cause of the poor and downtrodden. He was not just a celebrated politician, but also a great humanitarian and an avant-garde visionary. His life both as an industrialist and as a social worker left an indelible mark on this nation. And for us at the O P Jindal group, his life gives us inspiration to touch new heights.

The Jindal Group is a US\$ 15 billion conglomerate, which over the last three decades has emerged as one of India's most dynamic business organization. The Jindal Group was founded in 1952 by steel visionary Shri O.P. Jindal, a first-generation entrepreneur who started an indigenous single-unit steel plant in Hissar, Haryana.

Over the last 3 decades the Group has grown to be a US\$ 15 billion, multi-national and multi-product steel conglomerate with business interests spanning across mining, power, indus-

trial gases, and port facilities and of course steel making. From mining iron ore and coal, the group produces sponge iron, Ferro alloys and a wide range of hot-rolled and cold-rolled steel products ranging from HR coils/sheets/plates, hot-rolled structural sections and rails to CR coils/sheets, high-grade pipes and value added items such as stainless steel, galvanized steel & coated pipes. It has not only diversified into power generation but also into petroleum, infrastructure, diamond and high value metals & mineral exploration. Presently the group has manufacturing outfits across India, US, UK and Indonesia and mining concession in Chile, Bolivia, Indonesia & Mozambique and marketing representative's offices across the globe.

Growth has been a way of life for the Jindal Group and its motto all along has been 'Growth with a social conscience.' The group places its commitment to sustainable development, of its people and the communities in which it operates, at the heart of its strategy and aspires to be a benchmark in this direction for players in the industry the world over. The group's strength lies in dynamic and aggressive approach of the leaders of the group. These leaders are none other than the four sons of Shri O. P. Jindal. Their appetite for growth is enormous and has a clear vision of being recognized as best in the industry by consolidating its core strengths. Under their leadership respective companies managed by them as mentioned hereunder have grown by leaps and bounds.

Literature Review

A firm's future profitability depends on satisfying customers in the present – retained customers should be viewed as revenue producing assets for the firm (Anderson and Sullivan 1993; Reichheld 1996; Anderson and Mittal 2000). Empirical studies have found evidence that improved customer satisfaction need not entail higher costs, in fact, improved customer satisfaction may lower costs due to a reduction in defective goods, product re-work, etc. (Fornell 1992; Anderson, Fornell, and Rust 1997). However, the key to building long-term customer satisfaction and retention and reaping the benefits these efforts can offer is to focus on the development of high quality products and services. Customer satisfaction and retention



that are bought through price promotions, rebates, switching barriers, and other such means are unlikely to have the same long-run impact on profitability as when such attitudes and behaviors are won through superior products and services (Anderson and Mittal 2000). Thus, squeezing additional reliability out of a manufacturing or service delivery process may not increase perceived quality and customer satisfaction as much as tailoring goods and services to meet customer needs (Fornell, Johnson, Anderson, Cha, and Everitt 1996).

In attempting to measure customer satisfaction, it is possible that attributes can have different satisfaction implications for different consumer and market segments – the usage context, segment population, and market environment can influence satisfaction and product use (Anderson and Mittal 2000). Failure to take into account segment-specific variation may lead a firm to focus on the wrong aspect for a given set of consumers (Anderson and Mittal 2000). Furthermore, consumers with similar satisfaction ratings, yet different characteristics, may exhibit different levels of repurchase behavior (Mittal and Kamakura 2001). It is clear, then, that market and consumer segments should be important factors to consider when measuring customer satisfaction and its implications.

The satisfaction judgment is related to all the experiences made with a certain business concerning its given products, the sales process, and the after-sale service.

Whether the customer is satisfied after purchase also depends on the offer's performance in relation to the customer's expectation. Customers form their expectation from past buying experience, friends' and associates' advice, and marketers' and competitors' information and promises (Kotler, 2000).

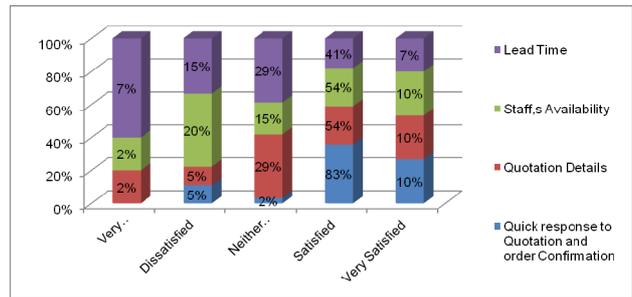
Research Methodology

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 and Discussion

(I) Quotation Processing

Quotation Processing				
Response	Quick response to Quotation and order Confirmation	Quotation Details	Staff's Availability	Lead Time
Very Dissatisfied		2%	2%	7%
Dissatisfied	5%	5%	20%	15%
Neither Satisfied or Nor Dissatisfied	2%	29%	15%	29%
Satisfied	83%	54%	54%	41%
Very Satisfied	10%	10%	10%	7%



To examine the customer satisfaction toward the Quotation Processing, bar chart and frequency distribution are used to analysis the customer satisfaction. For quick response to quotation an order confirmation 10% customers are very satisfied and 83% customers are satisfied. None of customers are very dissatisfied from quick response. Only 5% customer seems to be dissatisfied and 2% customers are neutral. So "quick response to quotation and order confirmation" is the key strength for Jindal industry, because overall 93% customers are satisfied from quick response. For quotation detail 10% customer are very satisfied and 54% customer are satisfied. Only 2% customers are very dissatisfied and 5% customers are dissatisfied. 29% customers are neutral. Here, we can say they major chunk of customers are satisfied for quotation detail provided by Jindal industry. For staff's availability 10% customers are very satisfied and 54% customers are satisfied, in contracts 2% customer are very dissatisfied and 20% customers are dissatisfied and 15% customers are neutral. Major portion of customer are satisfied from the staff's availability, But still 22% customer are dissatisfied from the staff's availability. So Jindal industry need to allocate appropriate staff's where required. For the lead time 7% customers are very satisfied and 41% customers are satisfied only. 7% customer are very dissatisfied 15% customers are dissatisfied and 29% customers are neutral. Channel partner are not happy from the lead time given by company. Company need to improve their lead time process.

Quotation Processing: Chi Square

Quick response to Quotation and order Confirmation

	Observed N	Expected N	Residual
Dissatisfied	3	20.5	-17.5
Satisfied	38	20.5	17.5
Total	41		

Quotation Details

	Observed N	Expected N	Residual
Dissatisfied	15	20.5	-5.5
Satisfied	26	20.5	5.5
Total	41		

Staff's Availability

	Observed N	Expected N	Residual
Dissatisfied	15	20.5	-5.5
Satisfied	26	20.5	5.5
Total	41		



Lead Time

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

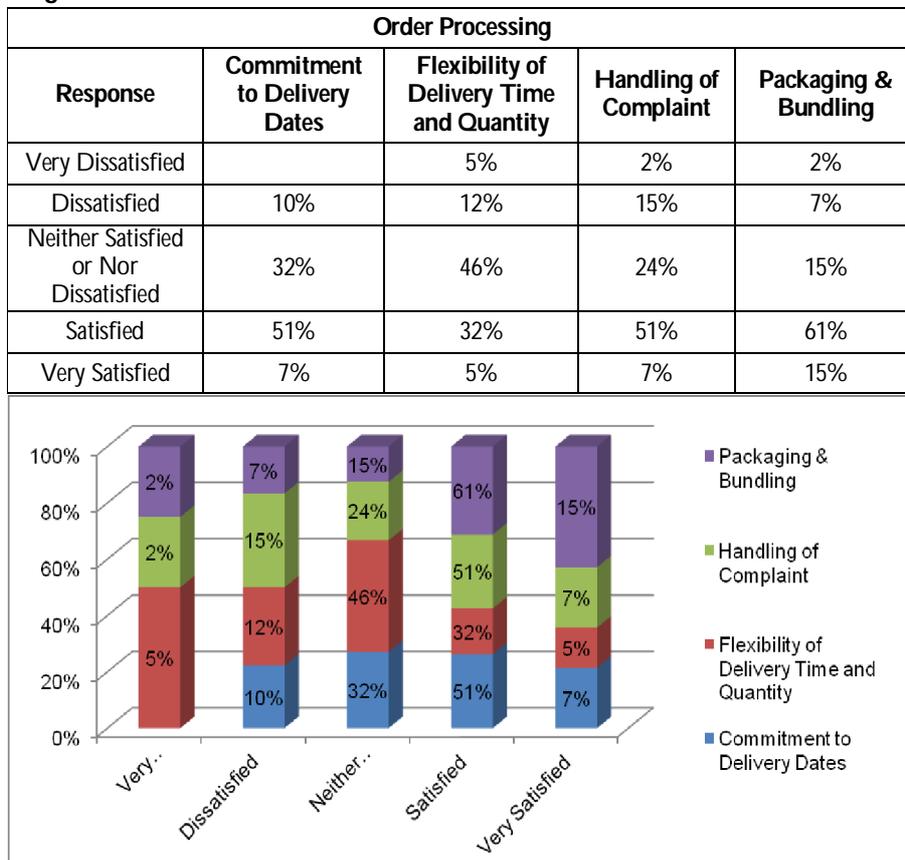
Test Statistics

	Quick response to Quotation and order Confirmation	Quotation Details	Staff's Availability	Lead Time
Chi-Square	29.878 ^a	2.951 ^a	2.951 ^a	.024 ^a
Df	1	1	1	1
Asymp. Sig.	.000	.086	.086	.876

To examine the customer satisfaction toward the Quotation Processing, Chi-Square test is applied. Overall satisfaction toward Quotation Processing is insignificant at 95% confidence

interval. Our study showing that channel partner is satisfied with the Quick response to Quotation and order Confirmation. Chi-square test is significant (29.878), $p < 0.00$ for "Quick response to Quotation and order Confirmation" with one degree of freedom. But Quotation details is insignificant with chi-square (2.951), $p > 0.05$ with one degree of freedom. Channel partner is not satisfied with the information provided for quotation details. Chi-Square test is insignificant (2.951), $p > 0.05$ for staff's availability with one degree of freedom. Channel partner is dissatisfied with staff's available for quotation processing. And also "Lead Time" is also highly insignificant with Chi-Square value (0.024), $p > 0.05$. Channel partner is not happy with given lead time.

(II) Order Processing



To examine the customer satisfaction toward the Order Processing, bar chart and frequency distribution are used to analyze the customer satisfaction. For "commitment to delivery date" 7% customers are very satisfied and 51% customers are satisfied. 58% customers are satisfied out of 100%. 10% customers are dissatisfied. None of customers are dissatisfied with the delivery date. Oval all customer are satisfied but still Jindal industries need to work on their commitment to delivery date, Because 32% customers are still neutral. For "Flex-

ibility of delivery time and quantity" customers seems to be dissatisfied. Only 5% customers are very satisfied and 32% customers are satisfied only. Where other side 5% customer is very dissatisfied with the delivery date and time and 12% customers are dissatisfied and a major chunk of 42% are neither satisfied and neither dissatisfied. They are neutral. "Flexibility of delivery time and quantity" is challenge for the company. Company need to put sufficient efforts and resource to fulfill requirement of customer on time and with sufficient quantity.



In handling of complained only 7% customers are very satisfied and 51% customers are satisfied. 2% customers are very dissatisfied and 17% customers are dissatisfied and 24% customers are neutral. Overall customer are satisfied, But this is also an area of improvement very company need to put more resource to handling the customer complained effectively. In corporate word of mouth has a lot of value and directly related to the customer loyalty. If we are not handling customers' complained properly, he can go to the competitors. For services provide for packaging and bundling seems to be good in Jindal Industry, because major portion of customer gives positive feedback for packaging and bundling. 15% customers are very satisfied and 61% customers are satisfied. Overall 76% customers are satisfied. Only 9% customers are dissatisfied with the bundling and packaging.

Order Processing: Chi Square

Commitment to Delivery Dates			
	Observed N	Expected N	Residual
Dissatisfied	17	20.5	-3.5
Satisfied	24	20.5	3.5
Total	41		

Flexibility of Delivery Time and Quantity			
	Observed N	Expected N	Residual
Dissatisfied	26	20.5	5.5
Satisfied	15	20.5	-5.5
Total	41		

Handling of Complaint			
	Observed N	Expected N	Residual
Dissatisfied	17	20.5	-3.5
Satisfied	24	20.5	3.5
Total	41		

Packaging & Bundling			
	Observed N	Expected N	Residual
Dissatisfied	10	20.5	-10.5
Satisfied	31	20.5	10.5
Total	41		

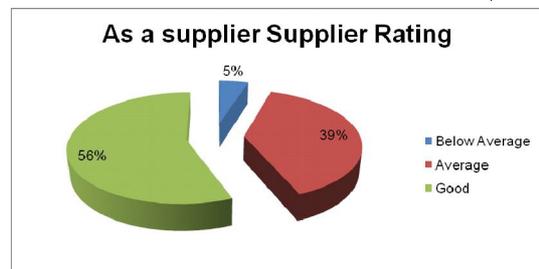
Test Statistics				
	Commitment to Delivery Dates	Flexibility of Delivery Time and Quantity	Handling of Complaint	Packaging & Bundling
Chi-Square	1.195 ^a	2.951 ^a	1.195 ^a	10.756 ^a
Df	1	1	1	1
Asymp. Sig.	.274	.086	.274	.001

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 Order Processing, Chi-Square test is applied. Overall satisfaction toward Quotation Processing is insignificant at 95% confidence interval. Our study showing that channel partner is dissatisfied with Commitment to Delivery Dates. Chi-square test was insignificant (1.195), $p > 0.05$ for "Commitment to Delivery Dates" with one degree of freedom. "Flexibility of Delivery Time and Quantity" and "Handling of Complaint" is also insignificant with chi-square (2.951), > 0.05 and (2.951), $p > 0.05$ with one degree of freedom accordingly. Channel partner is not satisfied with "Flexibility of Delivery Time and Quantity" and "Handling of Complaint". Chi-Square test is significant (10.756), $p < 0.05$ for Packaging & Bundling with one degree of freedom. Channel partner is satisfied with Packaging & Bundling for Order Processing.

(III) As a Supplier

As a supplier	
Response	Supplier Rating
Below Average	5%
Average	39%
Good	56%



To examine the customer satisfaction as a supplier, pie chart and frequency distribution are used to analysis the customer satisfaction. We asked customer to measure the Jindal industry as a supplier as good, average or below average scale. 56% customers are saying Jindal industry is good supplier and 39% customer are saying they are average supplier. Only 5% customer's rate Jindal industry is not a good supplier. Overall customers are satisfied with Jindal industry. But 39% customers are given average rating to Jindal industry as a supplier. Company needs to identify the area of improvement, so maximum customers feel happy to work with Jindal industry.

As a Supplier: Chi Square

Test Statistics	
	Supplier Rating
Chi-Square	.610 ^a
Df	1
Asymp. Sig.	.435



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

Supplier Rating

	Observed N	Expected N	Residual
Dissatisfied	18	20.5	-2.5
Satisfied	23	20.5	2.5
Total	41		

To examine the customer satisfaction as a supplier, a Chi-Square test is applied. Overall satisfaction as a supplier is insignificant at 95% confidence interval. Chi-square test is significant (.610), $p > 0.05$ with one degree of freedom.

(IV) Compared with Competitors

Response	Quotation Processing
Below Average	34%
Equal	39%
Above Average	27%

To examine the overall customer satisfaction compared with the competitor, frequency distribution is used to analysis the customer satisfaction. Above, we analyzed the customer satisfaction in detail. In this section, we asked to customer give the feedback overall about satisfaction. For quotation processing 27% customers said that quotation process is above average, 39% customers are said average quotation process and 34% customers said that quotation process is below average. In quotation process seems to some problem. Company need to take necessary step to make the improvement in to the quotation processing.

Compared with our competitors: Chi Square Quotation Processing

	Observed N	Expected N	Residual
Dissatisfied	14	13.7	.3
2	16	13.7	2.3
Satisfied	11	13.7	-2.7
Total	41		

	Quotation Processing
Chi-Square	.927 ^a
Df	2
Asymp. Sig.	.629

Test Statistics

To examine the overall customer satisfaction compared with the competitor, a Chi-Square test is conducted. Quotation processing needs to be improved in Jindal Industry. Chi-square statistics for quotation processing, technical support and customer services is insignificant (.927), $p > 0.05$.

Conclusion :

The purpose of the current study was to evaluate the customer satisfaction toward the Jindal industry in terms of quotation and order processing. Except quick response, the entire quotation process questions are insignificant. Customers are not happy with the quotation process. So company needs to make some changes in quotation processing. Customers are satisfied with Packaging & Bundling for Order Processing. However, they are not satisfied with flexibility of delivery time & quantity, supply of goods on committed date and handling of complaint. Company needs to improve their order processing as well.

References :

Allard C.R. van Riel and Veronica Liljander, 2001, 'Exploring consumer evaluations of e-services: a portal site' *International Journal of Service Industry Management* Vol. 12 No. 4, pp. 359-377.

Anderson Eugene W., Fornell Claes, & Mazvancheryl Sanal K., October 2004; 'Customer Satisfaction and Shareholder Value', *Journal of Marketing* Vol. 68,172-185.

Bansal Harvir S. and McDougall Gordon H.G. and Dikolli and Sedatol Karen L.; 2004, E-Relating e-satisfaction to behavioral outcomes: an empirical study; *Journal of Services Marketing* Volume 18 · Number 4 · pp. 290-302.

Bennett Rebekah and Rundle Sharyn, 2004; Customer satisfaction should not be the only Goal; *Journal of Services Marketing*. Vol. 18. No. 7; pp. 514-523.

British petroleum: - *Energy resources, oil reserves, Energy Consumption*

Chatterjee Sudipta and CHatterjee Aditya, 2005, Prioritization of Service Quality Parameters Based on Ordinal Responses *Total Quality Management* Vol. 16, No. 4, 477-489.

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 . pp. 121-131.

Emerson Carol J. and Grimm Curtis M., 1999, 'Buyer-seller customer satisfaction: the influence of the environment and customer service', *Journal of Business and Industrial Marketing*; Vol. 14 NO. 5/6 1999, pp. 403-415.

Fang Xiang and Yang Zhilin, 2004, Online service quality dimensions and their relationships with satisfaction, *International Journal of Service Industry Management*, Vol. 15 No. 3, 302-326.

Feinberg Richard A. and Kadam Rajesh and Hokama Leigh and Kim Iksuk, 2002; 'The state of electronic customer relationship management in retailing'; *International Journal of Retail & Distribution Management*; Vol.30 No.10 pp. 470- 481.

Feinberg Richard and Kadam Rajesh; 2002, 'E-CRM Web service attributes as determinants of customer satisfaction with retail Web sites'; *International Journal of Service Industry Management*; Vol. 13 No. 5, pp. 432-451.

Gustafsson Anders, Johnson Michael D., & Roos Inger, 2005, 'The Effects of Customer Satisfaction, Relationship Commitment Dimensions, and Triggers on Customer Retention', *American Marketing Association*, ISSN:0022-2429 (print), 1547-7185 (electronic).

Hallowell Roger, June 1995; the relationships of customer satisfaction, customer loyalty, and profitability: an empirical study, Satisfaction, loyalty and profitability; Hellier Phillip K. and Geursen Gus M. and John A. Rickard; 2003, Customer repurchase intention A general structural equation model; *European Journal of Marketing*; Vol. 37 No. 11/12, pp. 1762-1800.

Iwaardenm Jos Van and Wiele Ton Van der and Ball Leslie and Millen Robert, 2003, 'Applying SERVQUAL to web sites: an exploratory study', *International journal of quality and reliability management*, vol. 20 No. 8, pp. 919- 935.

Janda Swinder, Trocchia Philip J. and Gwinner Kevin P.; 2002, Consumer perceptions of Internet retail service quality; *International Journal of Service Industry Management*; Vol. 13 No. 5, pp. 412-431.

Kelsey Kathleen Dodge and Bond Julie A., 2001; A model for measuring customer satisfaction within an academic center of excellence; *Managing Service Quality*; Vol 11 . No 5, pp. 359-367.

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

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. website www.bp.com