

A STUDY ON A CUSTOMER SATISFACTION IN YOGESHWARAN AGENCIES CHENNAI

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ABSTRACT

Customer satisfaction is related to the human activity directed at satisfying human wants through the exchange of products and services. Satisfying the customers occupies a most important position in business management. Customer satisfaction plays a crucial and critical role as it deals with customers and their needs. The major task of organization is to satisfy customers by meet directly their needs and wants. The essence of organization is the customer and not the product shall be the heart of the entire business system. It emphasizes on customer oriented business. Policies and programs, which are formulated to serve efficiently the customer demand. "Satisfaction of a customer is so basic that it cannot be considered as a separate function. It is the way whole business seen from the point of view of its final results i.e., from the customer's point of view". A consumer is the king and has the right to choose from a large variety of offering. He is the main person around which all business evolves. Today market is a more customer oriented in the sense all the business operations revolve around satisfying the customer by meeting their needs through effective service. Thus, business is often dynamic, challenging and rewarding. It can also be frustrating and even disappointing but never dull.

KEYWORDS: Customer Satisfaction is Related to the Human Activity

INTRODUCTION

Customer is one for whom you satisfy a want or need in return for some of payment. The payment may be money, may be time, or may be goodwill but there is some form of payment. Satisfaction is the level of person felt state by comparing products perceived in relation to the person's expectations. Satisfaction level is function of the difference between perceived performance and expectations. If the performance falls short of expectations, the customer is not satisfied. If the performance matches the expectations the customer's are highly satisfied. If the performance is beyond his expectations the customer is thrilled. Customer satisfaction is customer's positive or negative feeling about the value that was perceived as a result of using particular organization's offering in specific used reaction to a series of use situation experience. According to peter F. Ducker, the purpose of business is to create and then retain a satisfied customer. A society supports business because they serve its member's by catering to their needs and leave them satisfied. If the business dissatisfied its customer's and not only these customers stop availing service , but society at large will condemn the firm and may even penalize it to the point of its extinction.

THE OBJECTIVES OF THE STUDY

- To study of the customers satisfaction of AGIP LUBRICANTS.

- To identify the customers satisfaction among other products.
- To analyze the modernization of AGIP LUBRICANTS.
- To study the customers care of the AGIP LUBRICANTS.

AIM OF THE STUDY

To study on Customer Satisfaction in Yogeshwaran Agencies Customers are the main aim of the study.

THE LIMITATION OF THE STUDY

- The study understands the customer's satisfaction.
- The sample size is also restricted 20.
- The data was collected from the respondent through questionnaire 20 customer.
- The result obtained in the project cannot be generalized an all the times the customer.

METHODOLOGY

Sampling Method

The researcher use simple random sampling techniques. Using lottery method (probability) to draw 20 customers from the organization.

Statistical Tools

Statistical tools used in the study these are many tools to analyses the data, the important tools are

Percentage Method

Percentage refers to a special kind of ratio percentage reused in making comparison between two or more service data. Percentages are used to describe relationship.

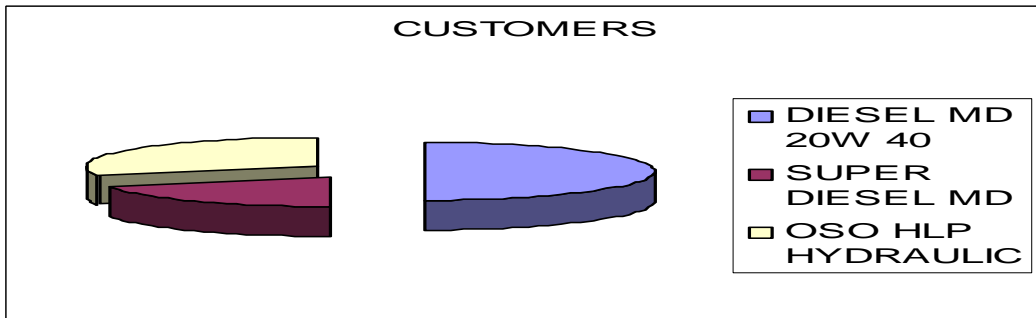
DATA ANALYSIS & INTERPRETATION

Table1: Which of the Product (Oil) Using for Your Machinery?

Products	Customers	Percentage
Diesel MD 20W 40	10	50%
Super diesel MD	4	20%
OSO HLP Hydraulic	6	30%
Total	20	100%

Interpretation

This table shows the designation of the customer using for machinery is 50% of the respondents are using Diesel MD 20W40 Oil, 20% of the respondents are using super Diesel MD Oil, 30% of the respondents are using OSO HLP Hydraulic Oil.



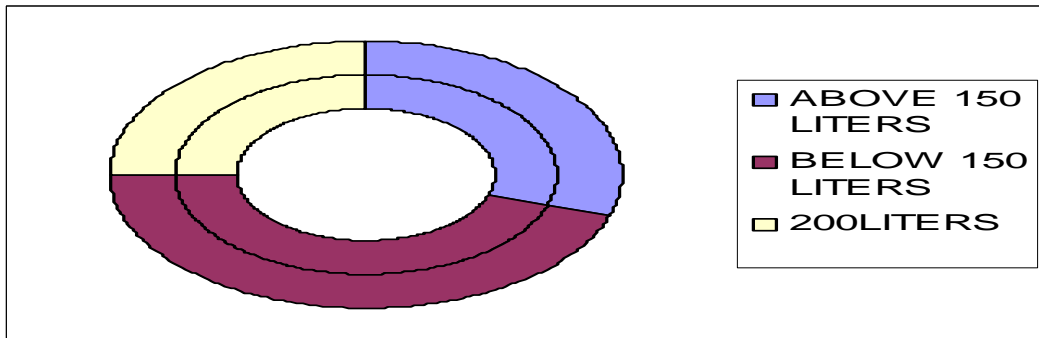
Graph 1

Table 2: How Much of Oil is Using Per Month?

Oil using	Customers	Percentage
Above 150 liters	6	30%
Below 150 liters	9	45%
200 liters	5	25%
Total	20	100%

Interpretation

This table shows the designation of the customer using oil per month 30% of the respondents are using above 150 liters, 45% of the respondents are using below 150 liters, 20% of the respondents are using 200 liters.



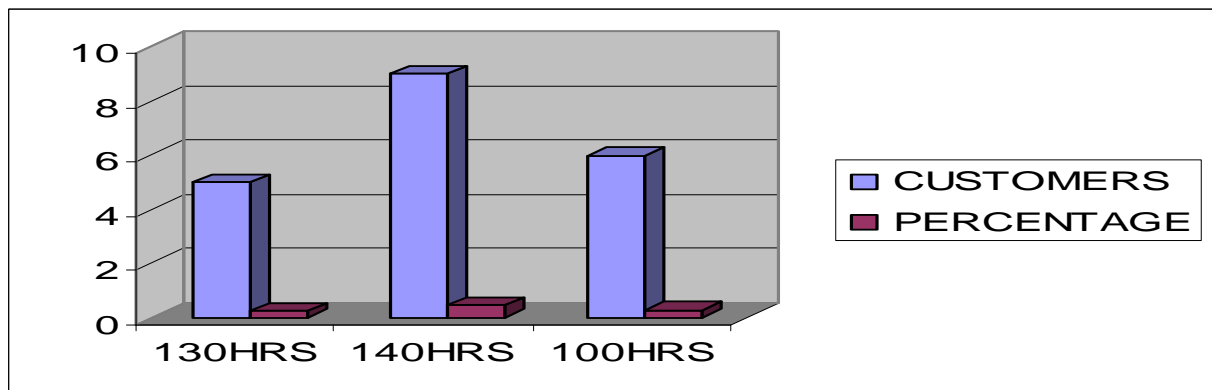
Graph 2

Table 3: How Long You Use One Tin of Oil?

Oil using per tin	Customers	Percentage
130 Hrs	5	25%
140Hrs	9	45%
100Hrs	6	30%
Total	20	100%

Interpretation

This table shows the designation of the customer how long use one tin of oil 25% of the respondents are using 130 Hrs, 45% of the respondents are using 140 Hrs , 30% of the respondents are using 100 Hrs.



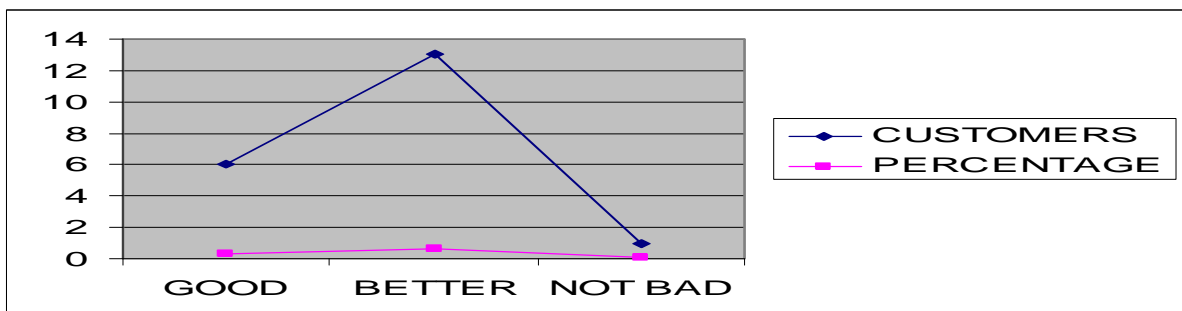
Graph 3

Table 4: How You're Rating of Our Product?

Rating	Customers	Percentage
Good	6	30%
Better	13	65%
Not Bad	1	5%
Total	20	100%

Interpretation

This table shows the designation of the customer Rating of our product 30% of the respondents are Good, 65% of the respondents are Better, 5% of the respondents are Not bad.



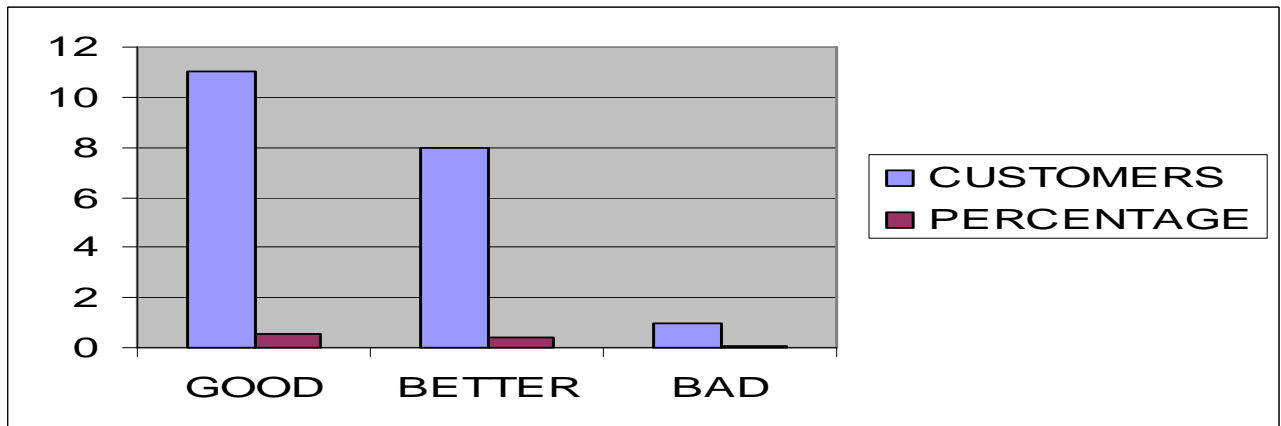
Graph 4

Table 5: How is the Quality?

Quality	Customers	Percentage
Good	11	55%
Better	8	40%
Bad	1	5%
Total	20	100%

Interpretation

This table shows the designation of the customer Quality of our product 55% of the respondents are Good, 40% of the respondents are Better, 5% of the respondents are bad.



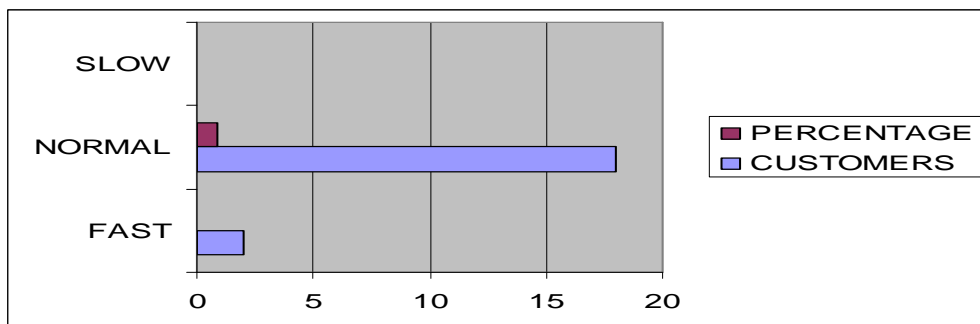
Graph 5

Table 6: How is the Response of Your Complaints?

Response	Customers	Percentage
Fast	2	10%
Normal	18	90%
Slow	0	0
Total	20	100%

Interpretation

This table shows the designation how is the responsibility of customers complaints of our Organization 10% of the respondents are Fast, 90% of the respondents are Normal, 0% of the respondents are Slow.



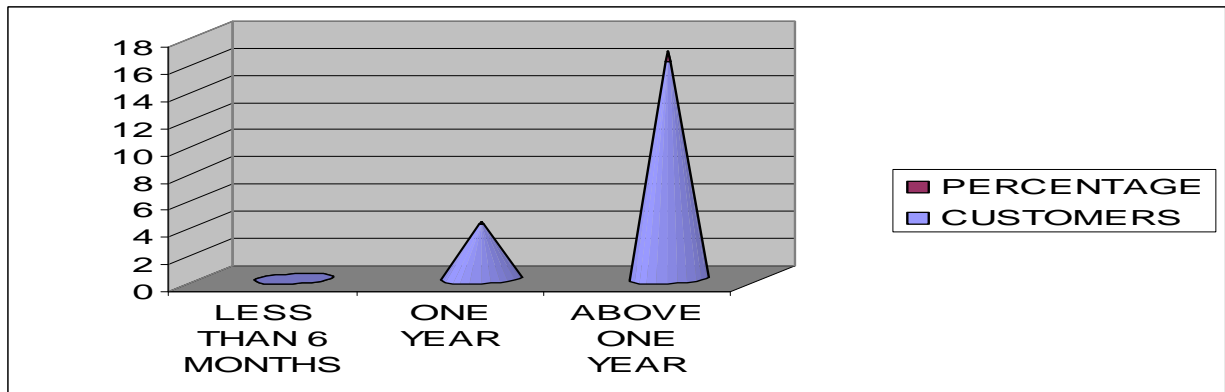
Graph 6

Table 7: How Long the Warranties Provide to the Product is Better?

Warranty	Customers	Percentage
Less Than 6 Months	0	0
One Year	4	20%
Above One Year	16	80%
Total	20	100%

Interpretation

This table shows the designation of the customers how long the warranties provide to the product better.20% of the respondents are One year, 80% of the respondents are Above one year, 0% of the respondents are less than six months.



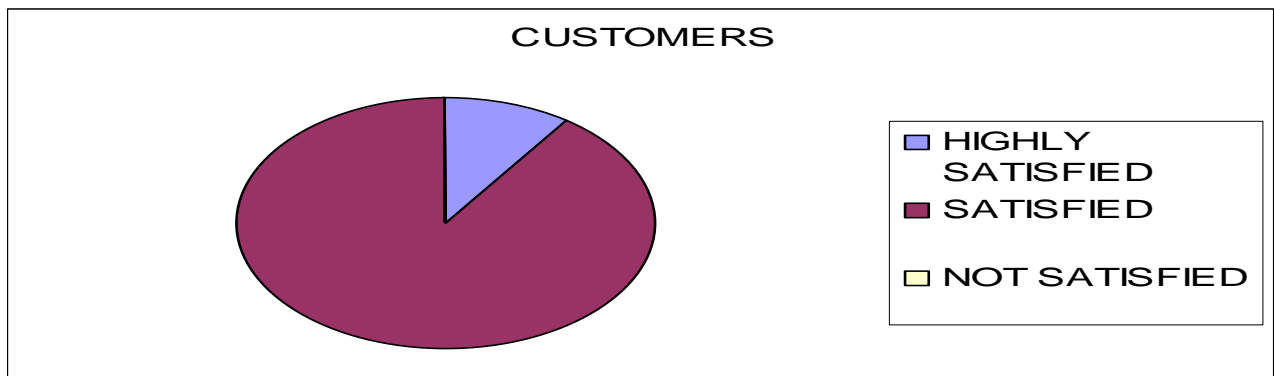
Graph 7

Table 8: Are You Satisfied with Our Product?

Satisfaction	Customers	Percentage
Highly Satisfied	2	10%
Satisfied	18	90%
Not Satisfied	0	0
Total	20	100%

Interpretation

This table shows the designation of the customers Satisfied with our product.10% of the respondents are Highly Satisfied, 90% of the respondents are Satisfied,0% of the respondents Not Satisfied.



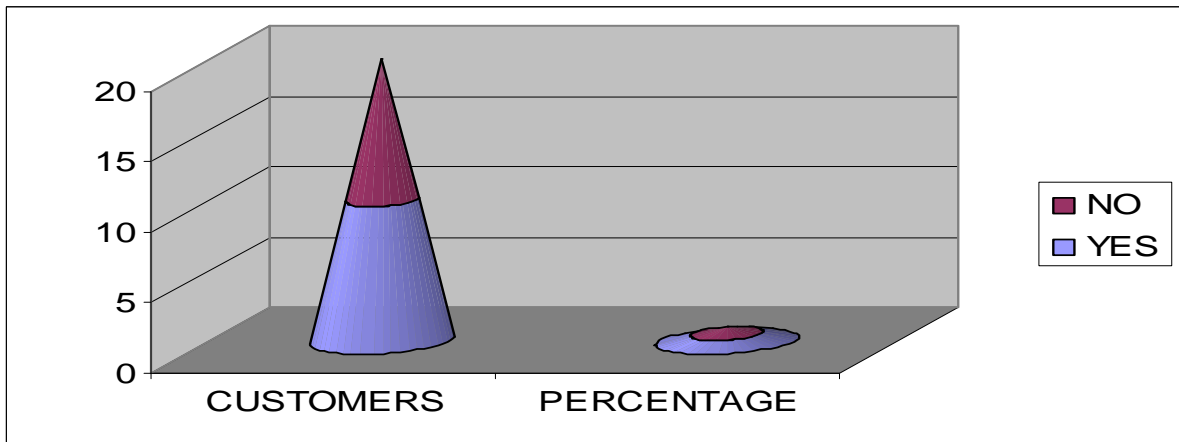
Graph 8

Table 9: Any Modernization is Needed for Oil Can?

Modernization Needs	Customers	Percentage
Yes	10	50%
No	10	50%
Total	20	100%

Interpretation

This table shows the designation of the customers any modernization is needed for oil can .50% of the respondents are need modernization, 50% of the respondents are not need modernizations.



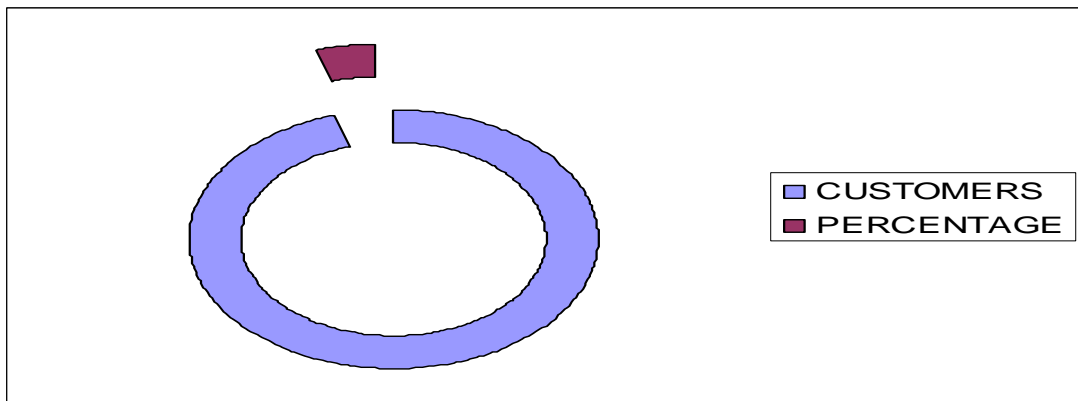
Graph 9

Table 10: Is The Product Having Any Problem?

Problem Having	Customers	Percentage
Yes	0	0
No	20	100%
TOTAL	20	100%

Interpretation

This table shows the designation of the customers any problems having a product.100% of the respondents are No problem having a product.



Graph 10

FINDINGS

- 50% of Customer are using diesel MD 20W40
- 45% of customer told that below 150 liters they are using per month
- 45% of customer they using the oil tin for 140 hrs
- 65% of customer rated better of our product
- The quality good on 55% of customer
- The complaints are normal in 90% of customer

- The warranty should be above one year is better at 80%
- 90% of customer are satisfied with our product
- The modernization should need at 50% and no need is also 50%
- 100% of customer are not having any problem in our product

SUGGESTIONS

- Increase the awareness of Yogeswaran Agencies among the prospective customer.
- Though the after sale is excellent, it has only 30% of good note, hence i suggest increasing the good level to the maximum by laying the streets on the needed fields.
- Regular visits by the marketing representative are suggested to the regular customer.

CONCLUSIONS

Customer service, like any aspect of business, is a practiced art that takes time and effort to master. All you need to do to achieve this is to stop and switch roles with the customer. What would you want from your business if you were the client? How would you want to be treated? Treat your customers like your friends and they'll always come back.

Customer satisfaction is not enough. Merely satisfying customers by delivering on their rational requirements represents a minimum point of entry for today's businesses; managing to satisfy customers will not drive the enhanced financial performance today's business leaders.

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