

A STUDY ON CUSTOMER SATISFACTION AT TECHNET SOFT SYSTEMS

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ABSTRACT:

Customer satisfaction is the key driver for any organization to sustain in current competitive era. Service providers need to understand their customers and design their services in such a way that maximum possible satisfaction is attained by the customer. The purpose of the present study is to measure customer satisfaction in Technet soft systems. The study will also provide various suggestions to the customers so as to make their services more efficient and effective.

Key words: *Customer satisfaction, services.*

INTRODUCTION:

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. They focus

employees on the importance of fulfilling customers' expectations.

As of in this study, customer satisfaction is shown by the coaching given in the institute and its fruitful gain for future. Why customer satisfaction is necessary for an institute or a service provider is that when a customer becomes loyal to a particular organization they become as a retained customer and retained customers is hard to maintain as of losing a single retained customer equals to gaining 5% of new customers.

Essentials of Customer Satisfaction

- Customer Satisfaction is a leading indicator of consumer intentions and loyalty
- ✓ Customer satisfaction is the best indicator of how likely a customer will be loyal in the future. Asking customers to rate their satisfaction

- on a scale of 1-10 is a good way to see if they will become retained customers.
- ✓ Any customers that give you a rating of 7 and above, can be considered satisfied, and can safely expect them to come back as retained customers. Customers who give a rating of 9 or 10 are potential customers who can leverage to become evangelists for organization.
- ✓ Scores of 6 and below are warning signs that a customer is unhappy and at risk of leaving. These customers need to be put on a customer watch list and followed up so you can determine why their satisfaction is low.
- Customer Satisfaction is a point of differentiation
 - ✓ In a competitive marketplace where businesses compete for customers; customer satisfaction is seen as a key differentiator. Businesses who succeed in these cut-throat environments are the ones that make customer satisfaction a key element of their business strategy.
- Customer Satisfaction reduces customer churn
 - ✓ An Accenture global customer satisfaction report (2008) found that price is not the main reason for customer churn; it is actually due to the overall poor quality of customer service.
 - ✓ Customer satisfaction is the metric you can use to reduce customer churn. By measuring and tracking customer satisfaction one can put new processes in place to increase the overall quality of your customer service.
- Customer Satisfaction increases customer lifetime value
 - ✓ A 'totally satisfied customer' contributes 2.6 times more revenue than a 'somewhat satisfied customer'. Furthermore, a 'totally satisfied customer' contributes 14 times more revenue than a 'somewhat dissatisfied customer'.
 - ✓ Satisfaction plays a significant role in how much revenue a customer generates for organization.

- Customer Satisfaction makes retaining customers easy than acquire new ones
 - ✓ It costs six to seven times more to acquire new customers than it does to retain existing customers.
 - ✓ Customers cost a lot of money to acquire as it contains spending thousands of rupees for getting the attention of prospects, nurturing them into leads and closing them into sales.

COMPANY BACKGROUND:

The name of the Organization is **TECHNET SOFT SYSTEMS** and the nature of the firm is it is a Manufacturer, Retailer, and Service Provider. The organization was established on 5th March, 1997. Technet is located in kodungaiyur near Madhavaram, offering the community a well-qualified computer courses and an affordable access to the Internet. Technet also provides customers with a unique and innovative environment for enjoying great service with quality products. Technet appeals to individuals of all ages and backgrounds. The instructional computer classes and the helpful staff that Technet

provides appeal to the community that does not associate themselves with the computer age. This educational aspect will attract younger and elderly members of the community who are rapidly gaining interest in the unique resources that online communications have to offer. The downtown location provides business people with convenient access regarding to mail checking and forwarding.

OBJECTIVE:

The main objective of the study is to find out the level of satisfaction among the internal customers

- To know the present status of the students in terms of the courses offered to them & type of service they provide for public in internet café.
- To collect and evaluate ideas/views and expectations of students and customers for the improvement in products and performance.
- To make organizations internal suppliers aware about the dissatisfaction part of their customers and teaching staffs about the dissatisfaction part of the students.

- To find out the most prominent area of dissatisfaction.
- To enhanced the communication & co-operation between the organization and their customers.

RESULT AND DISCUSSION:

1. The maximum numbers of students those are using this training institute falls in the age group of 10-15years. While this ratio is minimum in case of students whose education standard level falls below third class because they can't able to attend these classes as their age is considered as a factor.
2. Out of the sample size of 100 customers, 95customers say that they are satisfied with the performance of the organization's service. On the other hand, 5 customers are not satisfied with the performance.
3. In Technet customers gets more influenced by the quality and way of teaching and also, they think that it adds value to their prestige. In Technet the economic price of internet café and computer products influences the buying behavior of the customers.
4. It is observed that in rating of different functions of organization people give maximum rating to the training institution, representative's response and their service towards customer. At the second level, they

give their maximum rating to the internet cafe.

5. It is observed that the customers of that area are not ready to change their internet destination even if a new internet café comes in with good features. While majority of the customers of say that Technet has many retained customers and has got a standard where no customer wants to leave this destination.

CONCLUSION:

Technet has become a very successful in Madhavaram location & providing customer satisfaction is to be there main motive. It provides services as people are more dependent on it in their daily lives for the usage of internet and the thirst of gaining more language, because in that area there is no such organization like this with internet along with training classes to meet out customer needs and wants. That's why it has been evolved for the use of customers and students. Providing customer satisfaction is the most crucial step of the organization as they are to be satisfied and provides Internet access on the move as they are important and technology advanced stuff required by almost everybody in today's environment. Technet is an organization and a very

emerging institution in Madhavaram will be successful in upcoming years. It possesses customer services to their maximum extent. From the details it can be concluded that 75% of Technet customers preferred to remain with them with full satisfaction. Also good number of customers who are willing to switch from their respective retail shop showed interest in Technet. Technet is capturing the wide area market increasingly day by day. Hence, these statistics imply a bright future for the organization. It can be said that in near future, the organization will be booming in their service industry.

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