

Report On
**Comparative Analysis of Customer Satisfaction between
Siemens Elevators and Competitors in the Market**

By

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17104153

An internship report submitted to the Brac Business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration

Brac Business School
Brac University
June 2023

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at the Brac University.
2. The report does not contain any material published previously or written by a third party, except where this has been appropriately cited through complete and accurate referencing.
3. The report does not contain any material which has been accepted, or submitted, for any other degree or diploma at any university or other institutions.
4. I have acknowledged primary resources as supporting material.

Student's Full Name & Signature:



Nazmus Sakib Badhon
17104153

Supervisor's Full Name & Signature:

Ms Ummul Wara Adrita
Lecturer and Program Coordinator, Brac Business School
Brac University

Letter of Transmittal

Ms Ummul Wara Adrita
Lecturer, BRAC Business School,
Brac Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Internship Report Submission

Dear Ma'am,

It gives me great pleasure to submit my internship report, "**Comparative Analysis of Customer Satisfaction between Siemens Elevators and Competitors in the Market**" in accordance with the instructions provided.

I have made an honest attempt to complete the report with relevant data and suggestions in elaborative yet concise process.

I sincerely hope and pray that this report meets your expectations.

Sincerely yours,



Nazmus Sakib Badhon
17104153
BRAC Business School
BRAC University

Date: 19 June, 2023

Non-Disclosure Agreement

This agreement is established and entered into by and between Metaland Technology Ltd. and Nazmus Sakib Badhon, a student at the BRAC University's Brac Business School, to rigorously restrict the exposure of the specified firm's confidential information.

Acknowledgement

I would like to express my gratitude to all those who have contributed to the successful completion of this report. Firstly, I would like to thank the Almighty for providing me with the strength and perseverance to finish this task while balancing my workload. I would also like to extend my appreciation and my sincerest gratitude to my academic supervisor, Ms. Ummul Wara Adrita, lecturer, BRAC Business School. Throughout the semester she has inspired me regarding how to learn better in the professional environment. Her valuable guidance and support throughout the semester has made my work better and easier. Her mentorship has been of immense help, and I am grateful for her input. I would like to express my sincere thanks to my supervisor on-field, Md. Amir Hossain, Manager of Sales and Marketing, Metaland Technology Ltd. His insight into the workings of the industry and the guidance through each step has been invaluable. Lastly, I would like to thank all the employees at Metaland Technology Ltd. for sharing their thoughts, knowledge, and industry insights with me. Their contributions have helped me immensely in completing this report, and I am grateful for their time and effort.

Executive Summary

The aim of this internship assignment is to compare customer satisfaction level between Siemens Elevators and its market competitors.

This analysis was conducted using a combination of primary and secondary research. Surveys and interviews with consumers who had recently engaged with Siemens Elevators and its rivals were used for primary research. With help of appropriate line chart, the analysis has been described in the report. This report also details my experience as an intern at the Metaland Technology Ltd. This internship has provided me with in-depth information and insight into the business as well as consumer psychology, giving me a greater grasp of the elevator sector. In today's world, elevators are more than simply a convenience when time is of importance. The key to the success for this industry is to maintain the reliability for customer and keep innovating.

Keywords: Elevator; Comparison; Consumer Satisfaction; Consumer; Safety;

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List of Acronyms

Ltd.	Limited
QMT	Query Management Team
CRM	Customer Relationship Management
HR	Human Resource
BTL	Below The Line
BD	Bangladesh

Chapter 1

Overview of Internship

1.1 Student Information

Name: Nazmus Sakib Badhon

ID: 17104153

Program: Bachelor in Business Administration

Majors: Marketing

1.2 Internship Information

1.2.1 Internship Details

Internship Period: 3 months, extended 1 month (January 11th, 2023 – April 11th, 2023)

Company Name: Metaland Technology Ltd

Address: House No: 49, Road No: 12, Sector: 4, Uttara, Dhaka - 1230

1.2.2 Internship Company Supervisor's Information:

Company Supervisor: Engr. Md. Amir Hossain

Designation: Manager (Sales & Marketing)

Email: amir@metalandtechnologyltd.com

1.2.3 Job Description

- Conduct market research to identify potential clients and analyze trends
- Assist with creating sales presentations, proposals, and contracts
- Participate in sales meetings and provide input on sales strategies and leads
- Provide customer service by answering queries, providing information, and following up on leads and sales
- Manage customer accounts, including updating information and tracking sales data
- Collaborate with other departments to ensure projects are completed efficiently
- Conduct cold-calls and emails to potential clients to generate leads

1.3 Internship Outcomes

1.3.1 Contribution to the company:

- Preparing lead generating sheets for the organization
- Assisting with sales presentations and creating proposals for new clients
- Conduct research

1.3.2 Benefits of this Internship

1.1.1 The internship at Metaland Technology Ltd, which is my first experience working in a professional environment, proved to be a profound and eye-opening experience. As an intern in the elevator industry, I was introduced to a world of intense competition where elevator brands compete with each other on the level of innovation and quality rather than just sales figures. During my 4-month

tenure, my team leader, supervisor and other employees at Metaland Technology Ltd were instrumental in teaching me some valuable lessons. Their guidance and support proved to be invaluable, and I learned a great deal about the elevator industry's inner work-methods. Overall, the internship at Metaland Technology Ltd provided me with an excellent opportunity to gain hands-on experience in a dynamic industry and to learn valuable skills that will serve me well in my future career endeavors.

- **Representing a Global Brand:**

During my internship, I had the opportunity to represent a well-known global brand like Siemens Elevator. One of the most important things I discovered was how crucial it was to be consistent across markets while still making adjustments for regional requirements. Siemens Elevator must maintain a unified corporate identity and messaging in every area it serves while also adjust as per regional customs and laws.

- **Communication Skills:**

My internship at Metaland Technology Ltd gave me an outstanding opportunity to strengthen my communication abilities. Working with individuals of all origins and cultures showed me how crucial it is to adjust my communication approach to suit various audiences. To ensure proper communication, I discovered how to be patient, actively listen, and ask questions. I also gained knowledge about the value of non-verbal communication in fostering great connections and fostering a productive workplace. I gained communication skills that will be useful for future regardless of my choice in career.

- **Technical Skills:**

My time working at at Metaland Technology Ltd provided me with the chance to advance and improve my technical knowledge. I learned about numerous facets of elevator construction, maintenance, safety regulations, and quality control. I also gained a better understanding of project management, as I was involved in tracking progress and communicating with the clients.

- **Creativity:**

Working in a highly specialized field like elevator engineering demanded creative problem-solving and the development of novel solutions.

I got the chance to work on a number of projects during my internship that challenged me to think creatively and come up with fresh solutions to problems.

I discovered how to approach difficulties with a creative perspective, whether it was coming up with a fresh design concept for the sales pitch or solving a technical problem.

- **Analyzing the contents of competitors and comparing with our clients:**

As part of my internship at Metaland Technology Ltd, I got the chance to study competitor material and compare it to that of ours. This entailed studying and analyzing the marketing tactics and material created by other companies in the elevator engineering field has taught me how to differentiate and to grab the attention of customers.

1.3.3 Problems faced

Effectively managing my workload and time was one of the main obstacles. I was given several projects to work on at once, so I had to prioritize my jobs and manage my workload in order to meet deadlines and produce high-quality work. Additionally, there were difficulties specific to working in the quickly evolving and fast-paced field of elevator engineering. In order to create successful marketing strategies for our clients, it was crucial to remain current with industry trends and advancements.

1.3.4 Recommendations

- I. The office schedule need be more flexible and efficient
- II. Training sessions that are recorded can be beneficial to new staff.
- III. Appreciation need be expressed to the best performer or understudy
- IV. The internship program must be thoroughly planned by the organization.
- V. Appropriate remuneration need to be introduced for the interns

Chapter 2

Organization Part: Overview, Operations and a Strategic Audit

2.1 Introduction

Objective:

- I. Discover how the association's marketing team operates

- II. Discovering the elevator industry in sight

II.2 Overview of the Company

Introduction

Elevators are now an essential component of contemporary infrastructure because they make it possible to transfer people and products between floors of buildings in an efficient manner.

Elevators are becoming a necessary part of our everyday lives as the need for high-rise constructions and tall buildings rises. Over time, the elevator sector has experienced substantial expansion and innovation as businesses work to give customers access to faster, safer, and more dependable alternatives. Because of this, elevators have evolved into very complex devices that call for specific knowledge and skill to design, produce, install, and maintain. A reliable elevator provider has the knowledge and experience to offer specialized solutions that are tailored to each customer's particular requirements. To provide safe, dependable, and effective vertical transportation systems, they make use of cutting-edge technology, creative design, and engineering know-how. Aiming to maximize the performance and lifetime of the elevator system while assuring excellent service and maintenance, an elevator firm focuses on customer happiness in order to deliver an amazing experience. Elevators are more than simply a convenience in today's

hectic environment when time is of importance. And the secret to offering flawless vertical transportation options for any building is a reputable elevator business.

Overview of the company:

2.2.1 History of Metaland Technology Ltd:

Metaland Technology Ltd. is a renowned elevator and escalator importer and distributor in Bangladesh. The company has been operating in the market for several years, providing exceptional quality products and services to its customers. Metaland Technology is the sole authorized dealer of Siemens elevators in Bangladesh, which is one of the world's most prominent and reputable elevator brands.

2.2.2 Present Situation:

At present, Metaland Technology is the sole distributor of Siemens elevator in Bangladesh. They have installed more than 40 elevators and escalators in different high rise building in last 3 years. They are continuously striving to improve its products and services, staying ahead of the competition. The company is committed to providing sustainable and eco-friendly solutions that protect the environment and ensure the safety of people's lives. With its knowledgeable staff, modern infrastructure, and commitment to excellence, Metaland Technology is a leading player in the elevator industry, providing exceptional quality products and services to its customers in Bangladesh.

2.2.3 Core Values:

- a) Quality of the product
- b) Reliability
- c) integrity of the services

2.2.4 Mission & Vision:

Mission: Siemens Elevator Bangladesh aims to “Turn scientific innovations into reality while ensuring top of the line security and consistency”.

Vision: Siemens Elevator Bangladesh believes that we live in a dangerous world, therefore their utopia is “One where no man needs to sacrifice anything for the promise of common safety”.

2.2.5 Product & Services:

Metaland Technology Ltd. provides different types of elevator which are manufactured by famous German brand Siemens. The followings are different type of their products:

- Passenger Lift
- Villa Lift
- Medical Lift
- Freight Lift
- Sightseeing Lift
- Escalator

Metaland Technology not only provides high-quality elevators and escalators but also provides excellent maintenance services to its clients. Their maintenance services are designed to keep elevators and

escalators in top shape, ensuring that they work efficiently and securely at all times. They offer periodic maintenance, routine inspections, and rapid repairs to handle any problems that emerge.

Metaland Technology recognizes the significance of an elevator and escalator system in any building or company. As a result, they provide service and support 24 hours a day, seven days a week to guarantee that their clients have access to rapid assistance whenever it is required. Their highly qualified specialists are always ready to answer to any maintenance request or emergency call, guaranteeing that their clients can always rely on them.

II.3

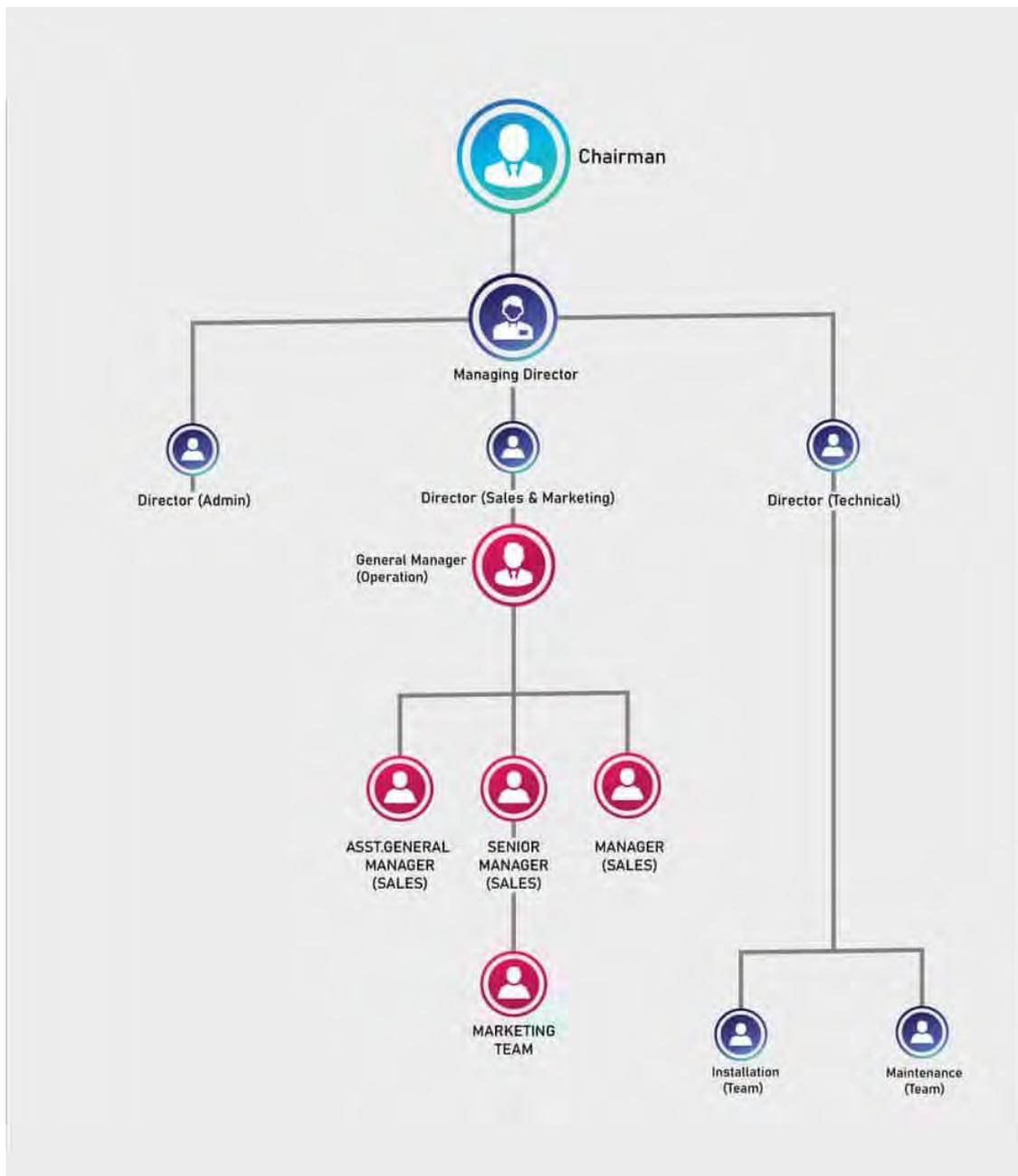
Management Practices:

2.3.1

Organization's Leadership Style:

Metaland Technology Ltd practices participatory leadership (democratic), in which the manager retains ultimate decision-making power while encouraging employees to express their ideas and opinions. Senior employees are addressed as colleagues rather than utilizing formal titles. The work environment is friendly. The manager gives a brief on the client's needs, and team members present prospective ideas that fit those criteria. This way, the knowledge of each member is used in the decision-making process. Teamwork, effectiveness, and innovation are among Metaland Technology's key values. The organization is able to uphold these ideals because of the participative leadership style.

2.3.2 Organizational Structure:



Chapter 3

Project Part: Comparative Analysis of Customer Satisfaction between Siemens Elevators and Competitors in the Market

3.1 Introduction

For the duration of my temporary employment, I held the position of Intern at Metaland Technology Ltd., a group of industry with versatile products. My sole responsibility was to look over the sales and marketing of Siemens elevators one of the flagship product of this company. This time period has given me the opportunity to acquire all of the necessary skills to bargain with clients, see exactly what the client is asking for, and set the necessary example of correspondence in order to reach an agreement with the client that meets their needs. In light of my previous experience, decided to continue working on this topic for the remainder of my report for my entry-level job. As Bangladesh is a developing country with a booming economy the rise of high-rise buildings and apartments are at rise. Due to this people are more likely to buy elevators more than ever. As a part of the sells and marketing I've had real life experience and one on one conversation with the audience which gave me in-depth knowledge and insight about the industry and consumer's psychology which gave me a better understanding of the industry.

3.1.2 Literature Review

aspects influencing customer happiness must be understood in order to discover the causes or aspects accountable for a certain brand's consumer pleasure (Hanif et al., 2010). Understanding these components aids in understanding how the industry and its consumers operate and behave. After-sales help has been found to have a bigger impact on customer satisfaction than extensive after-sales services. Spare component supply, warranty, and service camp are the must-have demands, according to the research (Giri & Thapa, 2018). Understanding the client's position and need, together with the appropriate offering, adds

to effective collaboration in enhancing the joint demand chain, which leads to superior demand chain efficiency and high customer satisfaction (Heikkilä, 2002). There is a significant co-relation between consumer satisfaction and design innovation as it makes the experience better and long lasting (Moon et al., 2012). The consumer satisfaction of this industry depends on speed, efficiency, after sells service and technological and design innovation. These elements create an ever lasting impression that drives the satisfaction of the existing consumer while creating a good image for the potential consumers.

3.1.3 Objectives

Board Objective

To assess and compare customer satisfaction levels among Siemens Elevators and its market competitors

Specific Objectives:

- Identify the key factors that influence customer satisfaction in the elevator industry
- Analyze the impact of elements such as speed & efficiency, safety and security etc for Siemens elevators and its competitors
- Assess the impact of technology and design innovation on customer satisfaction in the elevator sector

3.2 Significance of the Study

The importance of this study rests in its capacity to offer Siemens Elevators and the elevator industry insightful analysis and strategic direction. The report's comparative analysis of customer satisfaction aims to increase customer satisfaction levels, pinpoint strengths and shortcomings, and optimize Siemens Elevators' decision-making procedures. It provides chances to build a competitive edge, focus efforts on meeting consumer needs, set industry benchmarks, manage reputation, reduce risks, encourage innovation, and keep up with market knowledge. The paper also advances understanding about consumer behavior in the elevator industry and its effects on customer satisfaction in the academic and research communities. Overall, it offers a thorough foundation for raising customer satisfaction and promoting commercial success.

3.2.1 Methodology

The methodology for this internship report on a comparative examination of customer satisfaction between Siemens Elevators and its competitors is as follows

Primary data sources:

Survey: I have conducted an online survey of customers who have used the products or services of Siemens Elevators and its competitors. The survey contains information about consumer satisfaction, efficiency, reliability, customer service and overall experience. The survey participants' voluntary responses are used as data.

Secondary data source:

Internal data: internal data obtained from supervisors and the company's website. Which contain reports, customer feedback data, and any available Siemens Elevators customer satisfaction surveys.

External data: Research papers, publications, and credible websites that offer elevator industry insights, customer satisfaction standards, and competitor analysis. This information will complement the primary data and contribute to a thorough study.

Limitations:

Financial data, such as annual reports, may be unavailable due to restrictions on accessing proprietary information. However, to ensure that the methodology involves a thorough study of the relevant primary and secondary data sources.

3.3 Findings & Analysis

3.3.1 Competitor Analysis:

Otis Elevator: This is a renowned industry leader known for its innovative, reliable, and high-quality elevator solutions. With a strong emphasis on safety, efficiency, and sustainability, Otis delivers a smooth riding experience while prioritizing passenger security. Their extensive service network ensures excellent customer support throughout the lifespan of their elevators.

KONE Elevator: KONE elevators are renowned for their innovation, reliability, and commitment to sustainability. With advanced technology, energy efficiency, and personalized service, KONE offers top-notch elevator solutions for residential, commercial, and public buildings. Their focus on user experience and environmental impact makes them a trusted choice in the industry.

Schindler Elevator: Schindler elevators are renowned for their high quality, innovative technology, and sleek designs. With a strong focus on safety and energy efficiency, they provide a smooth and reliable ride. Backed by a global service network, Schindler elevators deliver excellent performance and aesthetics, making them a top choice for vertical transportation needs.

Fuji Elevator: Fuji International Elevator Co., Ltd. is a renowned elevator brand with an extensive history. The company has been in business for almost 70 years, and its products feature innovative

technology, consistent performance, and a wide range of options. Fuji Elevator is a global market leader in the elevator and escalator industries. The company is actively involved in the development of regulations and guidelines that aim to increase the equipment's safety.

Sigma Elevator: Sigma Elevator is a South Korean elevator firm that has been in business since 1968. It is a well-known elevator and escalator manufacturer with an elite legacy, offering a wide range of elevators and escalators. Sigma strives to provide high-quality, effective products as well as a comprehensive selection of technological solutions.

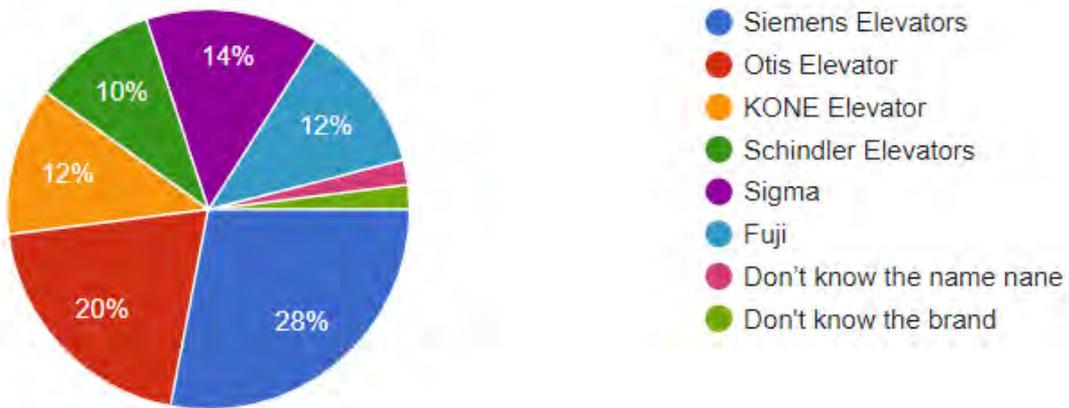
3.3.2 Workflow

In order to evaluate the overall state and performance index I have conducted a survey of 50 people who are using different companies lift. The population is selected at random. They participated on google survey form. From the individual responses I have extracted the data for each company. The survey contained important questions pertaining to factors, such as safety measures, speed and efficiency, design innovation, reliability of the elevator etc. Participants expressed their views on these factors and these views are represented by ratings on the scale of 1 to 5. Where 1 is the lowest to 5 is the best form. Avg ratings for each individual factors are computed and then is put to comparison through “Line Chart”. Also, riveting information about the market was inferred from the survey.

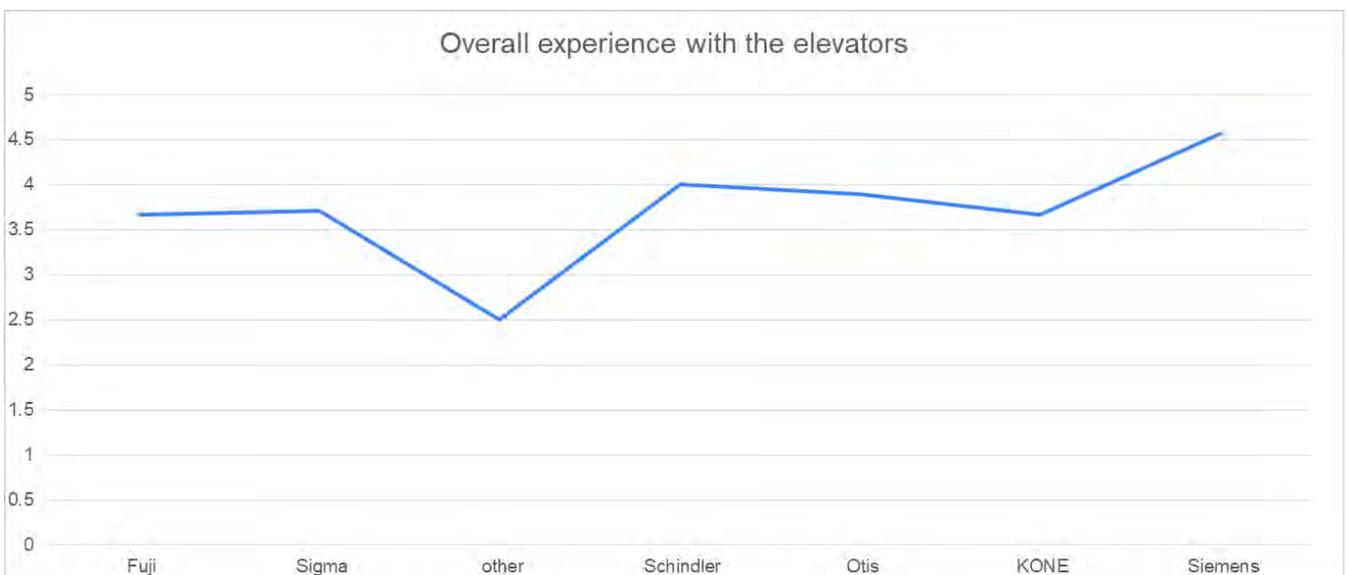
3.4.1 Survey result and Analysis

Name of elevator brands which are used by respondents:

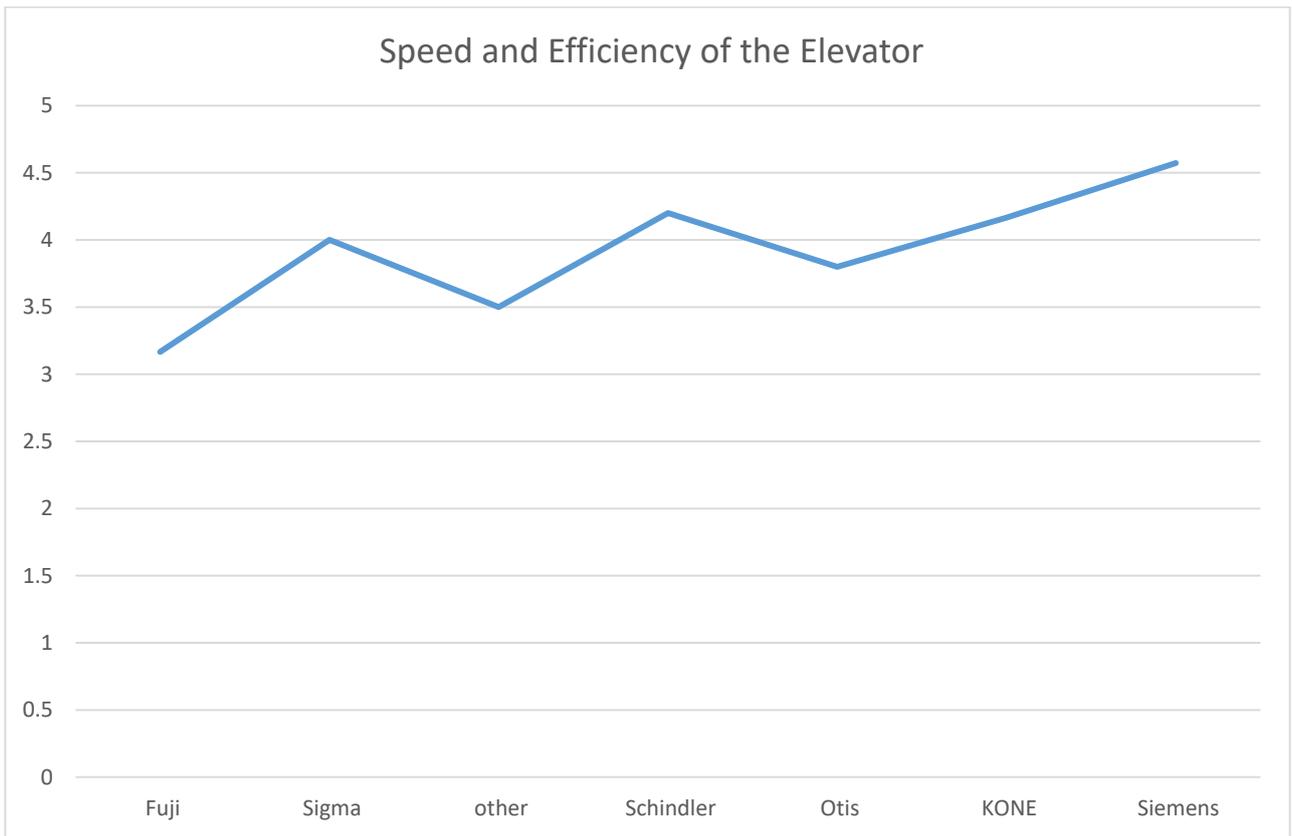
Siemens Elevator, Otis Elevator, Schindlers Elevator, KONE Elevator, Fuji Elevator, Sigma Elevator,
Other (Doesn't Know the Name)



Based on the survey we can see that, Siemens elevator has gained the most market size 28%, Otis elevator 20%, Sigma elevator 14%, KONE elevator 12%, Fuji elevator 12%, Schindler elevator 10%, and 2% respondents don't know the name of the elevators they use.



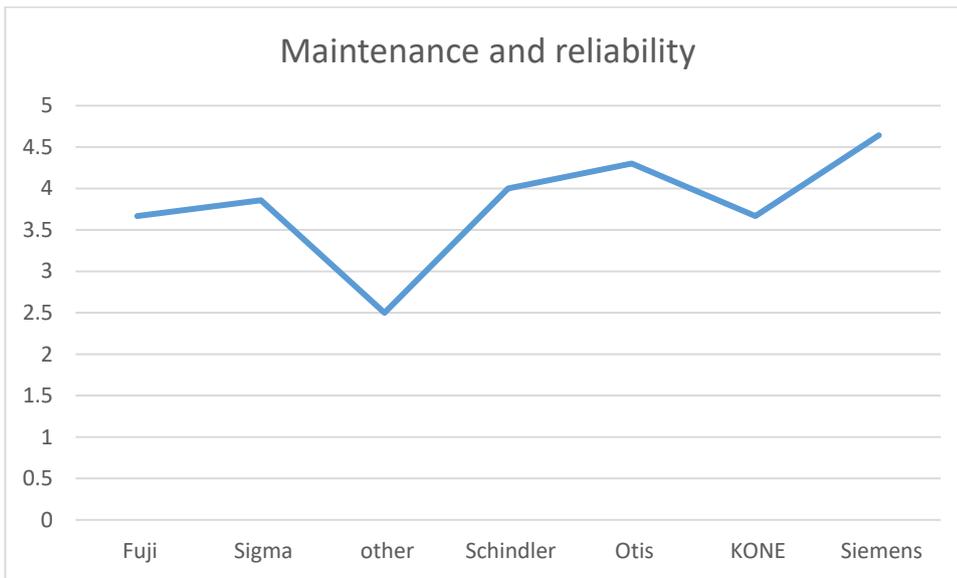
The above line chart shows that Siemens elevator achieved the avg highest point 4.572 in overall experience with the elevators. Consequently Schindler, Otis, Sigma, KONE, Fuji & others achieve 4, 3.9, 3.714, 3.667, 3.667, 2.5 on the scale of 1 to 5 where 1 is very dissatisfied to 5 is very satisfied.



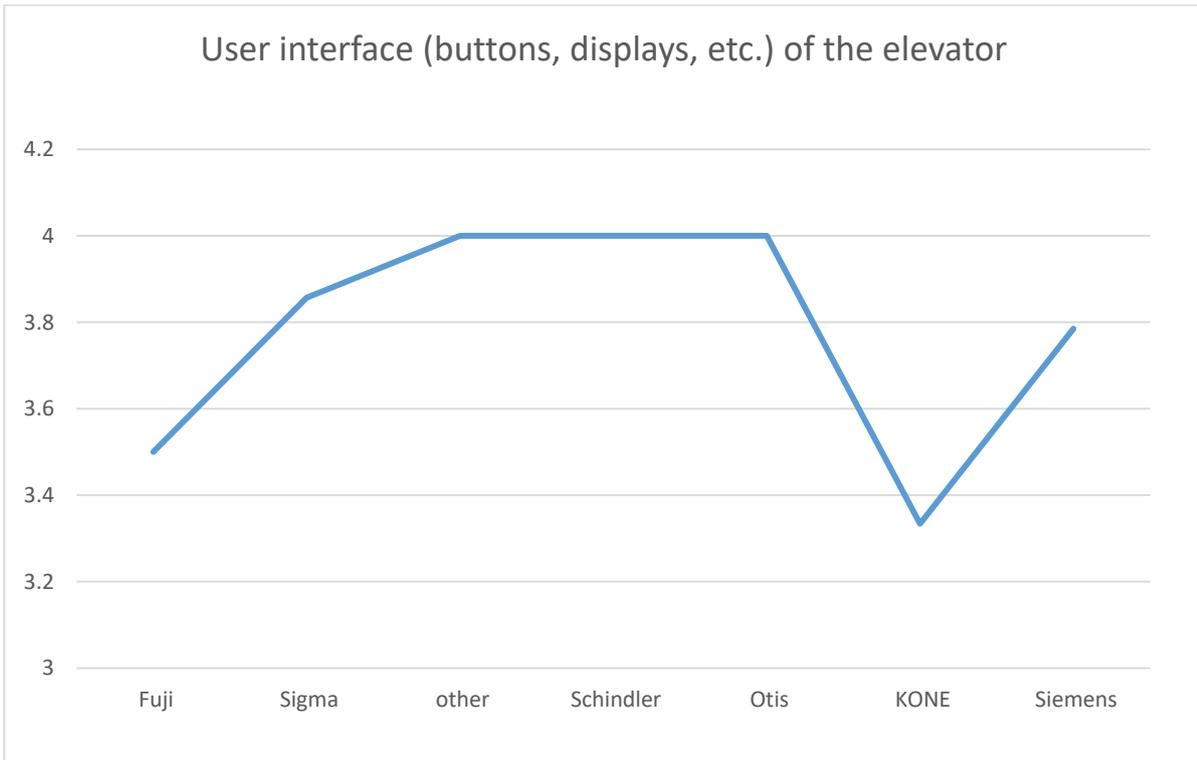
The above line chart shows that Siemens elevator achieved the avg highest point 4.572 in overall experience with the elevators. Consequently Schindler, Otis, Sigma, KONE, Fuji & others achieve 4, 3.9, 3.714, 3.667, 3.667, 2.5 on the scale of 1 to 5 where 1 is very dissatisfied to 5 is very satisfied.



The above line chart shows that Siemens elevator achieved the avg highest point 4.712 in Safety and security measures of the elevator. Consequently Schindler, Otis, KONE, Sigma, Fuji & others achieve 4.2, 4.1, 4, 3.571, 3.166, 2.5 on the scale of 1 to 5 where 1 is very dissatisfied to 5 is very satisfied.



The above line chart shows that Siemens elevator achieved the avg highest point 4.642 in Maintenance and reliability of the elevator. Consequently Otis, Schindler, Sigma, KONE, Fuji & others achieve 4.3, 4, 3.857, 3.667, 3.667, 2.5 on the scale of 1 to 5 where 1 is very dissatisfied to 5 is very satisfied.



The above line chart shows that Schindler, Otis and the other (respondents don't know the name of the brand) elevators achieved the avg highest point 4 in User interface (buttons, displays, etc.) of the elevator. Consequently Sigma, Siemens, Fuji & KONE achieve 3.857, 3.785, 3.5, 3.667, 3.334 on the scale of 1 to 5 where 1 is very dissatisfied to 5 is very satisfied.



The above line chart shows that Siemens elevators achieved the avg highest point 4.785 in Recommendation of the elevator. Consequently Otis, Schindler, Sigma, KONE, Fuji & other achieve 4.3, 4.2, 4, 3.833, 2.83, 2.5 on the scale of 1 to 5 where 1 is very dissatisfied to 5 is very satisfied.

3.4.2 Findings from My Survey and Observation:

- Consumers want the highest quality of the product especially in the elevator industry, they don't want to sacrifice the factors like safety & security, design innovation and efficiency.

- Doesn't matter how good the product is, after sells service is an important factor cause customer satisfaction depends on it
- It is necessary to communicate the product features to aware the customer as well as companies need to regularly resolve and answer questions which they are finding on the social media platform, websites regarding their products.
- Company need to focus on durable product as well as on the design innovation.

3.5 Summary & Conclusion:

My internship at Metaland Technology Ltd. have allowed me to acquire a great knowledge on elevator industry. As we are a developing nation, it is definite that number of high-rise buildings will increase and the demand for both commercial and residential elevator will also increase. Even though there are several companies serving in this field only few of them has successfully assured the customer with proper quality and reliability.

Within ten years, this particular elevator market will grow significant. In order to serve the industry efficiently, I believe organization need to focus more on their product as well as they have find out innovative way to communicate with their customer. From the analysis I can conclude, consumer wants the best quality of the elevator for themselves, it is a product where they don't want to sacrifice anything or take any risk.

3.6 Recommendations

My internship experience at Metaland Technology Ltd as an intern have led me to the following recommendation:

- In the era of modernization every company must have social media presence
- Company should focus on simplifying the ui/ux of the product to ease the user experience
- For this particular industry company must communicate on the elements like safety and security, efficiency and design innovation as it creates a positive sense for the customer.

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Appendix A.

Report on:

Comparative Analysis of Customer Satisfaction between Siemens Elevators and Competitors
in the Market

1.1 Board Objective

To assess and compare customer satisfaction levels among Siemens Elevators and its market competitors

Specific Objectives:

- Identify the key factors that influence customer satisfaction in the elevator industry
- Analyze the impact of elements such as speed & efficiency, safety and security etc for Siemens elevators and its competitors
- Assess the impact of technology and design innovation on customer satisfaction in the elevator sector

2. Preliminary Literature Review:

Aspects influencing customer happiness must be understood in order to discover the causes or aspects accountable for a certain brand's consumer pleasure (Hanif et al., 2010). Understanding these components aids in understanding how the industry and its consumers operate and behave. After-sales help has been found to have a bigger impact on customer satisfaction than extensive after-sales services. Spare component supply, warranty, and service camp are the must-have demands, according to the research (Giri & Thapa, 2018).

3. Preliminary Methodology:

Primary data sources:

- Survey

Secondary data sources:

- Intern data: internal data obtained from supervisors and the company's website.
- External data: research paper, articles, surveys, and reports on related themes.

4. Significance of the Issue:

The significance of this study stems from its ability to provide analytical analysis and strategic guidance to Siemens Elevators and the elevator industry. The comparative study of customer happiness in the report seeks to raise customer satisfaction levels, identify strengths and weaknesses, and enhance Siemens Elevators' decision-making methods. It offers opportunities to gain a competitive advantage, focus efforts

on addressing customer requirements, establish industry benchmarks, manage reputation, reduce risks, drive innovation, and stay current on market information.

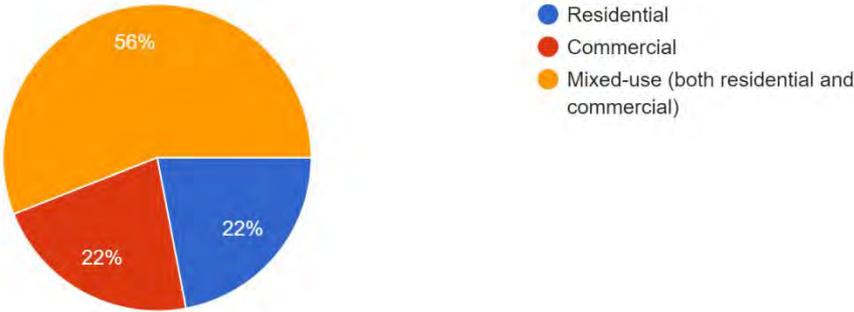
5. Timeline of the report work:

- **Report Work Timeline:** As per BRAC University Guidelines.
- **Internships Duration:** 3 months (January to April).

5. Survey Analysis:

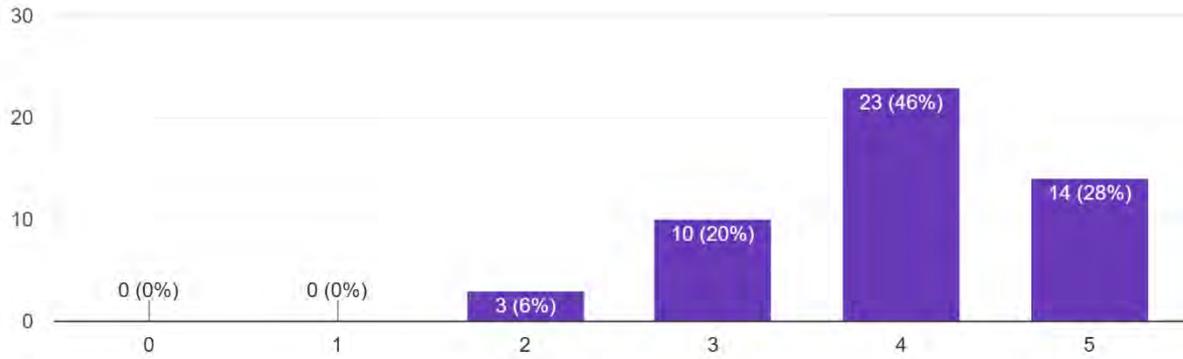
The following charts shows the answers of the respondents and the analysis of it.

Which type of buildings do you primarily use elevators in?
50 responses



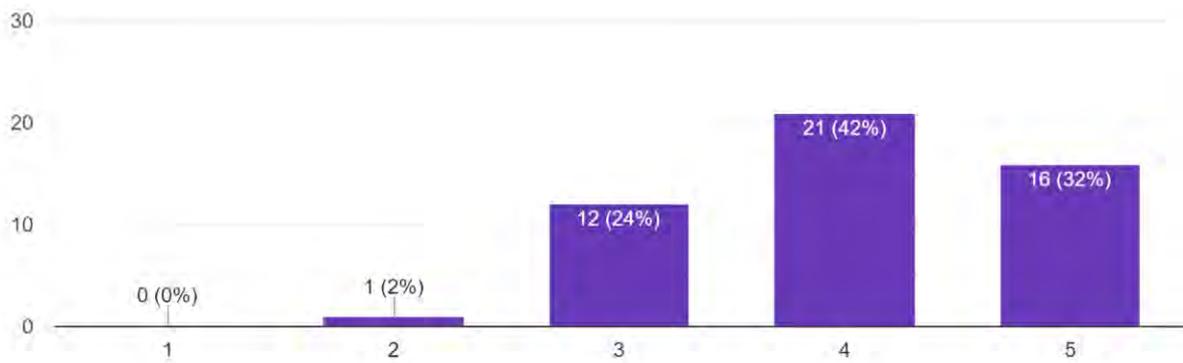
How would you rate your overall experience with the elevators you use?

50 responses



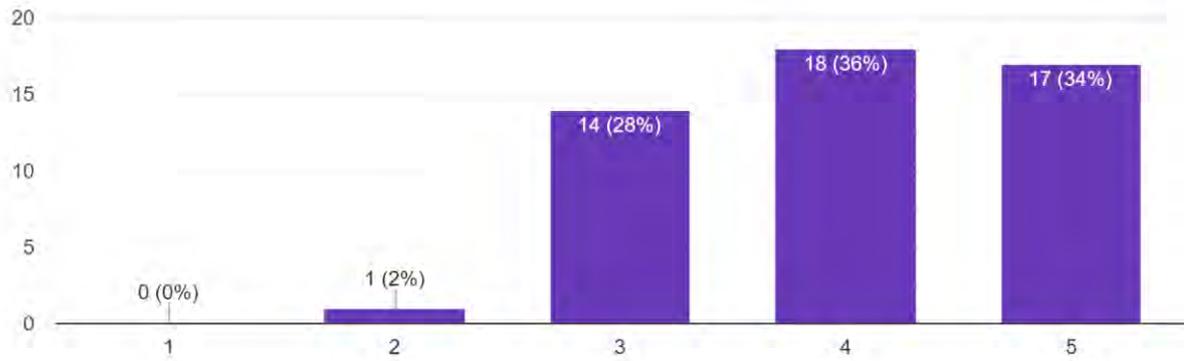
How would you rate the speed and efficiency of the elevator you use

50 responses



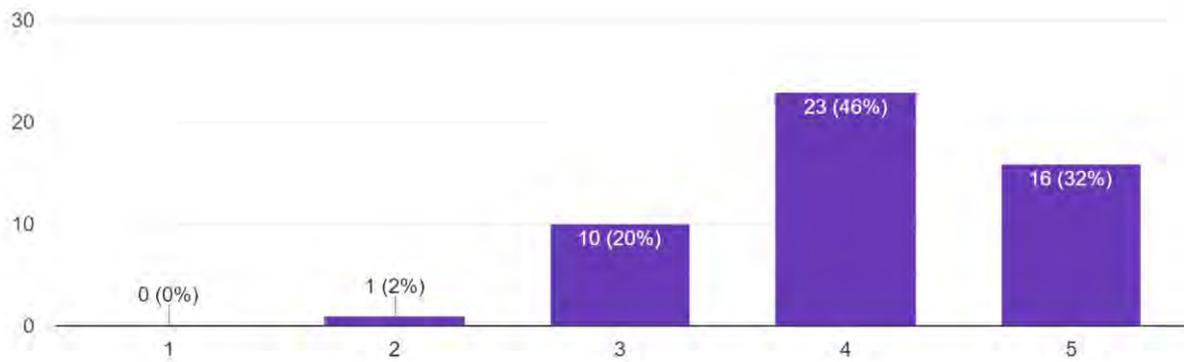
How would you rate the safety and security measures of the elevator you use

50 responses



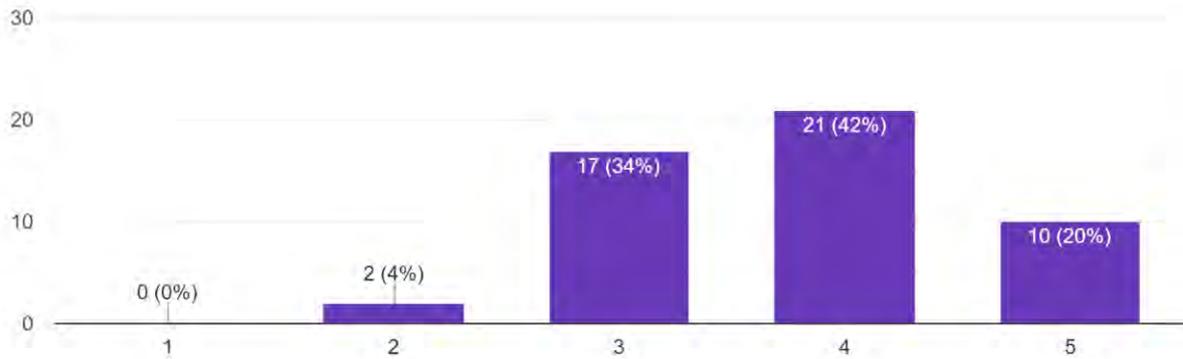
How would you rate the maintenance and reliability of the elevator you use

50 responses



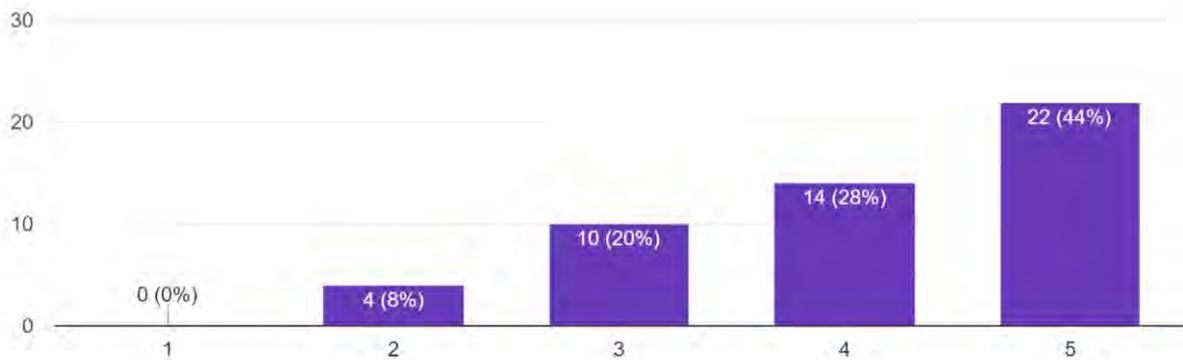
How would you rate User interface (buttons, displays, etc.) of the elevator you use

50 responses



Would you recommend the elevator system you currently use to others?

50 responses



Additional Feedback (Optional)

2 responses

Nothing else.

The problem lies with the age of my home elevator, not necessarily the brand.

