

Internship Report

On

“An analysis of Service marketing activities of
Lisky Technology (BD) Ltd.”

Supervised By

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Letter of Transmittal

August 28, 2016

To
Dr. Mohammed Tareque Aziz
Associate Professor
MBA
BRAC University

Dear Sir,

As part of the requirements of the Internship report, I have prepared a report on service marketing at Lisky Technology.

I have tried my level best to fulfill the requirements of the report. The preparation of this report was interesting and challenging. It provided me a great scope for applying the knowledge that I gathered throughout this Internship program in the practical field. During the work session I developed my interacting skills, which will help me throughout my life. I sincerely hope, that you will enjoy reading this report. If you need any further information and clarification in interpreting this study, please do not hesitate to call me.

I highly appreciate the opportunity you gave me.

Thanking you for your cooperation,

Best regards,

Kazi Robiul Islam
13264067

Executive Summary

This report on the service delivery of Lisky technology Services was prepared as part of the course requirement for Service Marketing, under the Masters of Business Administration at BRAC University. This extensively explores the service delivery process of Lisky technology Services. It is prepared using different service marketing theories learned during the course of the current academic semester.

In order to make my report more effective I contacted with respondents to analyze and better comprehend the factors that influence the service quality of Lisky technology Services. Our survey had a sample size of many respondents. The objective of the survey was to determine the quality of services Lisky technology provides to its customers in order to increase the level of customer satisfaction. The survey results were then interpreted and the findings were used in preparing the various concepts that are discussed in the report.

Then I analyzed customers' expectations and perceptions towards the services from Lisky technology. Here it was found that the service experience often did not live up to the expectation. I also looked at Lisky technology's service recovery strategies, as well as the process by which the company designs and develops new services.

In the next section, I analyzed Lisky technology's Service Development & Design. Discussion included how their service is designed to the implementation phase. Next, I explored the Integrated Service Marketing Communication of Lisky technology. Few options were put forward regarding the IMC program for Lisky technology. In the final section, I presented some suggestions to Lisky technology about how they should move forward to further enhance their service.

My overall findings appeared to indicate that Lisky technology is surviving on the strength of its reputation. As an old and established company it managed to attract new customers largely through word of mouth. This would indicate that it has a decent number of repeat customers. However, this is not a sustainable strategy, and if Lisky technology is to remain relevant in a rapidly changing business landscape, it must evolve and adapt. It must learn how to leverage new technologies and media to increase customer awareness, and more importantly it must focus more on improving customer satisfaction and loyalty in the long run.

Introduction

Lisky Technology Co, Ltd. was established in 1990, the company started R&D and manufacture of circular knitting machine ever since and has possession of RMB 50,000,000 and assets as well as 180 employees. The company persists in the concept of “quality decides value, specialty achieves business”. Moreover, it builds up unique core technique, integrates national information, researches and manufactures circular knitting machine series that meets national standards. After 20 years of hard work, it has successfully developed various patented, high performance, high quality products in knitting machine business, our products have become well known and branded in the country. The company thoroughly carries out “ISO 9001” quality management system and acquired CE marking. I have customers all over the country and export our products to almost 50 countries in Europe, Americas, Oceania, and Southeast Asia.

Their main business included various sizes of circular knitting machine, Single Jersey machine, Double Jersey machine , Rib machine, Fleece machine, PK machine, Single/Double jersey Open - Width machine, Single / Double computerized Jacquard machine, 4/6-color Auto Striper, Single/Double Jersey 40G ~ 44G thin needle knitting machine. Furthermore, I also represent and market Taiwan’s high quality knitting related machines such as: No Tension Dryer, Dyeing Machine, Calendar Compactor, Squeezer, Rising Machine etc. Their marketing is all over the world having their branch offices located in Bangladesh and India for many years.

Lisky Technology (BD) Ltd. deals with Textile-Knit-Dying & Finishing Machinery with 12 years of experience. They are the manufacturer of “LISKY” brand Circular knitting machine & Flat knitting machine. They are also supplying Knit Dying - Finishing Machinery from World’s reputed Manufacturers. Lisky Brand circular knitting machine is the market leader for many years in Bangladesh. More than 5000 machines are running in Bangladesh. Lisky has supplied many full Knit composite Projects with competence.

Lisky BD has a well-trained Human Resource division, comprising of a Professional team of Sales & Service Engineers, with Expert hands-on Experience. They provide analysis for customer according to the customer’s actual status, focuses on user-friendly design, offers the most suitable facility proposal, installs and tunes up the machine and gives training on site.

Perfect after sales service makes Lisky advance gradually. They have set up perfect enterprise image and reputation in knitting sector business.

Consumer Behavior in Service Quality

The behavioral pattern of the consumers are concerned with that lead to a purchase of a particular service is divided into the following categories:

- i. Need Recognition:** A Company needed to deliver a product or service safely and rapidly from one place to another. The Consumer wants immediate service before going to Lisky Technology.
- ii. Information Search:** Once customers have their need recognized, they gather information about the services that might satisfy their need.
- iii. Personal & Non-Personal Sources:** Customers will take suggestions from, friends, colleagues, relatives, competitors, neighbors as a part of information search. While non-personal sources can be internet & service providers.
- iv. Evaluation of Search Alternatives:** After the information search customers have a list of Machinery Company among what they tend to evaluate against one another option. Among all the names consumer considers their acceptance or rejection.
- v. Service Purchase:** Finally, consumers make the decision to choose the most competent Lisky Technology (BD) Ltd service considering the positive behavioral aspects.
- vi. Post Purchase Evaluation:** After consuming the Lisky Technology Service, a consumer might be pleased and might not be and may regret for not going to a competing service. This type of behavior is called cognitive dissonance or conflict.

Customer Expectation of Service

Customer expectation is customer beliefs about service delivery. It is the standard against which service performance is judged. Customers have compared their expectation with perception to evaluate the actual quality of service. In order to be successful as a service provider Lisky should properly learn what their customer wants, shape their expectation, and then deliver services that live up to these expectations. As a Textile company, Lisky Technology has a strong market presence. However, customer expectations are always changing and this is something Lisky Technology should consider. In this regard there are certain factors to focus on.

Sources of desired service expectation

These factors are what customer's desire in service, where their needs can fall into many categories including physical, social, psychological, and functional. I asked the Customers about the kind of service they expect like they want reasonable price, after sales service and additional parts from Lisky Technology (BD) Ltd.

Sources of adequate service expectation

A different set of determinants affects adequate service and the level of service the customer finds acceptable. There are many factors that influence adequate service. These are short-term individual factors that make a consumer expect more about the need for their service. Lisky Technology promised about delivery and payment date. Most of the Customers answered that Lisky Technology maintained their promises about delivery date.

Services encounter expectations versus overall service expectations

Here service encounter means communication or interaction with a company which can be direct, physical or using any media. Overall service expectation means that customers were satisfied with this process of Lisky Technology.

Sources of both desired and predicted services expectations

These promises are personal and no personal statements about the service are made by the organization to customers. It would be personal when sales person or anyone from the company directly communicates with people. It would be non-personal when a company communicates using a web page, print media, or other written publications. Lisky Technology uses both.

The Importance of word of mouth communication in shaping expectations of service is well documented. Lisky Technology the word of mouth plays a very important role for expected and desired service. Customer's previous service experience influences his/her future service expectations, and determines if they will go back to the service provider. In the case of Lisky Technology, our Customers responses appeared to indicate a positive service experience.

Customer Perception of Service

Customer Perception refers to the process by which a customer selects, organizes, and interprets information/stimulus inputs to create a meaningful picture of the brand or the product. Customer perception means what customer's perceived after availing the service. As perception may shift over time, so the companies must continuously assess customer perception. In this regards, they must focus on the five dimensions of service quality: reliability, responsiveness, assurance, empathy and tangibles.

(i) Reliability

It means ability to perform the promised service dependably and accurately. In my perception majority of Customers believed that Lisky Technology is reliable when it comes to service delivery.

(ii) Responsiveness

It means willingness to help customer and provide immediate service. Lisky Technology's responses ranged from average to high based on customer's feedback.

(iii) Assurance

Assurance means knowledge of employees, skilled, courtesy and their ability to inspire trust and confidence. Most of the Customers said that the staffs or representatives of Lisky Technology are helpful, friendly.

(iv) Empathy

Empathy means understanding the customer situation, caring, individualize attention which is given to customers from the company. The Majority of the Customers said that Lisky Technology took proper care of them, which indicates a good level of empathy.

(v) **Tangibles**

Tangibles refer to the appearance of physical facilities, equipment, personnel and written materials. Most of the respondents rated Lisky Technology's physical facilities to be of good quality. In this aspect I can find that overall tangible service of Lisky Technology is good for the customer.

Building customer relationships

Relationship marketing is about forming long-term relationships with customers rather than trying to encourage a one-time sale, relationship marketing tries to foster customer loyalty by providing exemplary products and services. This is different than most normal advertising practices that start with a commercial and end with the customer purchasing the product.

As a customer-driven company, Lisky Technology is dedicated to understand and fulfill customers' needs and whatever it takes to provide customers with the highest level of reliability and service quality. For Lisky Technology, a lot of business appears to come from repeat business and word of mouth recommendation. Therefore, in terms of customer relationships, it would appear that the company has been successful in achieving the following.

Satisfying Customer

In this emerging service oriented business world it has now become vital to build customer relationships. Such interaction with the consumers gives the opportunity to identify the needs and expectations of individual customers. Therefore, Lisky Technology tries to prioritize the needs of their customer at their level best. They go to that personal level in their own way to make each of their customers feel exceptional. Customers are vital to Lisky Technology and they try their best to make their customers smile when they take their machinery.

Acquiring New Customer

They rely on word of mouth advertising mostly, and they pursue old approach advertising that is based on building relationship with customers in such a way that the customers bring other customers. Most of the customers confirmed that they got to know about Lisky Technology by word of mouth from their friends and family affiliates and others competitors. I believe that they would recommend others about Lisky Technology, as a result, from these data I can say that

Lisky Technology has successfully made sure that their existing customers bring in other customers.

Retaining Old Customers

A business can be differentiated from its competitors only by providing customer service. Customer service is the key to Lisky Technology, which is why customers like to buy their products and service. They have successfully maintained a healthy relationship with their existing customer which ensures consistent revenue and indicates their loyal consumer base.

Service Recovery

Service recovery includes all the steps and measures that must be taken to win back an angry customer when service has been compromised. It is known to all how fast a dissatisfied customer's mouth can talk. So to avoid these sorts of problems all organizations must have an organized plan which is known as Service Recovery. It is proven that better service recovery strategy leads directly to customer satisfaction. With an improved recovery plan an organization can not only escalate satisfaction but also increase loyalty and create long lasting relationships with their customers.

As far as Lisky Technology is concerned, they are dealing with such a critical service where the chances of service failure are much higher compared to other services. Not delivering product on the promised date, poor transportation of the product is unimaginable. That's why for an organization like Lisky Technology recovery strategies are just as important as providing one stop service.

For quick recovery from a service failure following steps is very useful to calm down the customer:

(i) Apologize

Under the situation where the service is being compromised first and foremost duty of any service provider is to apologize instantly. And not only just uttering the 5 letter word "SORRY" but also saying it as you mean it. The customer will always appreciate an apology, no matter how angry he is.

(ii) Review

Another vital part of the recovery stage is to review the actual problem which is bothering the customers. Before solving the problem, it is essential to understand the problem properly first. The smart move is to let the customer explain what went wrong and inform them what you as a service provider can do to fix the problem.

(iii) Fix the problem and then follow up

After learning about the problem the responsible personnel must take necessary steps based on the situation to solve the problem. It has to be done properly; otherwise the level of dissatisfaction will be higher. Once the problem is taken care of, it is a wise move to follow up with the customer and take necessary feedback. This act will show concern and appreciation to the customer which will lead to satisfaction.

New service development process

- a) Business strategy development: A concept is created to present in front of the management board by explaining why this concept is important. But in Lisky technology Business strategy development based on their own business policy.
- b) New service strategy development: A Product Development Steering Committee (PDSC) is formed containing those people whose involvement is needed for this concept. It clearly defines who will do for developing the concept and how individual member will do what. But in Lisky technology no committee has existed and here top management defines the developing concepts.
- c) Idea generation: Here idea will be generated and without any review will present to the board. But in Lisky technology no idea will be generated at this stage.
- d) Concept development: the concept gets started at this stage. It's very specific and gives every detail of the concept. But in Lisky technology concept will be developed based on their product category.
- e) Business analysis: A financial feasibility, market projection need to do is this stage. Lisky technology does business analysis rapidly. If it found negative, then need to restart from scratch. Once it's positive, an organization may go for new service development.

- f) Service development and testing: In house testing of the new service or product by potential customer. Different communication material can be developed, but not for normal customer. After a certain period of time opinion are taken from users.
- g) Market testing: In Lisky technology market testing is not considered at all.
- h) Commercialization: After service development and testing in Lisky technology full scale operation starts within the target group of customer to all potential customers.
- i) Post introduction evaluation: In Lisky technology no Post introduction evaluation is considered.

Integrated Marketing Communication

Integrated Marketing Communication (IMC) is a communications strategy used by service providers, which integrates all relevant media and communications channel to establish a uniform message in the mind of the customer, within a specific time period. The three most important components of an IMC are:

- *Message* – one consistent message that the service provider is trying to communicate to the customers
- *Media* – the channels and outlets through which the message is to be communicated/delivered to the customer
- *Time* – the time period over which this communications campaign will last.

A successful IMC integrates these three elements to communicate a clear consistent message that is intended to establish the service provider as a viable option in the mind of the customer. Nowadays, customers are bombarded with a wide variety of communication from different sources. Therefore, in order to differentiate itself from all the other messages out there, Lisky Technology must run an IMC where each communication channel/outlet reinforces its intended message.

a) Message

“Safely delivering your package all over Bangladesh for 21 years and counting.” This message highlights Lisky Technology’s reliability and responsiveness emphasizing on their experience in

this industry. This message helps strengthen the Lisky Technology brand in the mind of their existing and potential customers.

b) Media

- **Email marketing**–Lisky Technology could launch an interactive component of the campaign where would highlight the brand’s vast market coverage and allow it to engage directly with its customers.
- **Interactive map on website** –Lisky Technology can have an interactive map on its website that updates every few hours to show package deliveries all over Bangladesh. This would again highlight its reliability and market coverage
- **Newspaper/Print media ads** –Lisky Technology can publish ads in newspapers and other print media again highlighting the key messages of its IMC. This will allow it to reach out to customers in the more rural parts of Bangladesh.
- **Textile magazine** -Lisky Technology can print ads and specification in Textile magazine highlighting the key messages of its IMC. This will allow it to reach out to customers with their updated machinery information.

c) Time

The proposed timetable and IMC schedule (for a year) is shown in the table below

Month	Type of Media
January	Interactive Map, <i>Textile magazine</i> , email marketing, Newspaper/Print Media
February	Interactive Map, <i>Textile magazine</i> , email marketing, Newspaper/Print Media
March	Interactive Map, email marketing
April	Interactive Map, <i>Textile magazine</i> , Email marketing
May	Interactive Map, <i>Textile magazine</i> , email marketing
June	Interactive Map, <i>Textile magazine</i> , email marketing
July	Interactive Map, <i>Textile magazine</i> , email marketing
August	Interactive Map, <i>Textile magazine</i> , email marketing

September	Interactive Map , <i>Textile magazine</i> , email marketing
October	Interactive Map, Newspaper/Print Media, email marketing
November	Interactive Map, <i>Textile magazine</i> , email marketing
December	Interactive Map, Newspaper/Print Media, <i>Textile magazine</i> , email marketing

The IMC designed for Lisky Technology, highlights the message of the brands reliability, geographical reach and experience. It is to be disbursed through a mix of both traditional and modern media outlets. In designing this IMC, one thing I focused on was adapting Lisky Technology communication approach to the rapidly changing digital landscape. Lisky Technology can benefit from this growth, and in order to do so, they must start embracing the new forms and methods of communication. It must step into the future, while also leveraging from its past experience. This has been the key philosophy behind the design of Lisky Technology IMC.

Communications and Service Marketing Triangle

The Service Marketing Triangle is a marketing model that outlines three key categories of marketing and communication; internal marketing, external marketing and interactive marketing. These three stages represent the process by which a company creates, develops and delivers on its message, or “promise” to its customers. Lisky Technology promises to get its customer’s packages delivered safely and on time. This promise is the message it wants to send to its customers. In order to do so, it must execute the three elements of the service marketing triangle.



Figure 1: The Service Marketing Triangle (Ferry et al. 2013)

a) Internal Marketing

This involves communicating the message internally to the company’s employees. Before an organization communicates a message to its customers it must ensure that its employees have been oriented accordingly, and that they have agreed to ‘buy in’ to this message/concept themselves. Good internal marketing allows a company to bring all its employees on the same page, so that collectively they can deliver on their promise to the customer. Through internal marketing, a company is able to “enable the promise.”

For Lisky Technology Services, good internal marketing would indicate that its employees are very knowledgeable about the services being offered, and can easily answer customer queries regarding delivery times, destination and so on. I measured this in both our ‘expectation’ and ‘perception’ surveys.

According to my findings, a majority of the respondents expected Lisky Technology staff to have ability in answering customer inquiries prior to shipping.

During the follow up perception however, some of the respondents rated the staff as having good knowledge on customer inquiries, majority of them believed staff knowledge was about average.

This is important to note, as it implies that after taking service from Lisky Technology, customer perception on employee knowledge appears to have shifted unfavorably. This might indicate the need for stronger internal marketing to employees.

b) External Marketing

This includes the marketing and communications activities targeted at the end user; the company's customers. This is where the company delivers its one consistent message that makes a promise to the customer, and tries to grab their attention, so they too buy in to what the company is offering. External marketing allows a company to “set the promise.”

Lisky Technology Service does not have a very extensive external marketing campaign. It maintains an official website and has a Facebook page; however most of its business appears to be through ‘word of mouth’ reference. Most of the respondents claimed to have heard of Lisky Technology Service from their members, friends and colleagues. Like older businesses in Bangladesh, Lisky Technology appears to survive mainly on the strength of its reputation and the positive word of mouth recommendations of its customers. In this regard, the company's service, and the customer experience it offers, appears to function as its main method of external marketing.

c) Interactive Marketing

This is the communications stage where the customer has an actual interaction with a representative of the company. This encounter allows the company to finally “deliver the promise” to the customer, and so it is quite a critical component of the marketing and communication process. When the customer interacts with the employees of Lisky Technology; whether they are delivery personnel or office staff, the encounter must help enforce the message or promise that Lisky Technology has given to this customer. The service encounter must help assure the customer that Lisky Technology is going to deliver their package safely, and on time.

Furthermore if there is a compromise, the company's employees must be willing and able to resolve the issue.

In my opinion on customer expectations, 40% of respondents expected average and good behavior respectively from the Lisky Technology staff. For the front desk staff the numbers were 50% for average and good behavior respectively. Therefore, in general customers expect favorable interactions with Lisky Technology staff.

During the follow up perception survey however, 40% of respondents claimed to have had an average encounter with the delivery personnel, and only 30% rated the interaction as good. For the front desk personnel, 40% of respondents rated their interaction as average and only 30% rated it as good.

These figures again indicate an average shift in customer perceptions after interacting with Lisky Technology personnel. This might indicate the need for stronger interactive marketing.

Job description

As a **Business Executive** my work is to generate new business for a company. Plans and directs all aspects of an organization's business development policies, objectives, and initiatives. I need to take responsibility for developing new market initiatives, assessing new markets, and analyzing business opportunities, following up with new business opportunities and setting up meetings. My priority is to acquire new customers and sell additional products or services to existing ones; this means the role is a crucial one for any business with the ambition to expand or the necessity to diversify its clients. Sometimes I have to visit our customer's office and factory. By going there I need to identify the current scenario of the textile market. Even I need to go at the bank to collect and send documents. Maintaining fruitful relationships with existing customers so that they can be our loyal customers. Researching the needs of other companies and learning who makes decisions about purchasing. Contacting potential clients via email or phone to establish rapport and set up meetings. Planning and overseeing new marketing initiatives. Attending meetings and industry events based on official purpose. I always have a plan to visit the industrial area to get the probable Contacting clients to inform them about new

developments in the company's products. Negotiating and renegotiating by phone, email, and in person. Developing sales goals for the team and ensuring that they are met properly.

To keep healthy relationships with clients, this mostly requires socialization. Of course, as with all office jobs, documentation is also a big part of the work. I am also obligated to write reports and provide feedback to upper management about what is and is not working. Maintains file system and trace them when required. I need to collect other LC documents - Detail Packing list, Shipping order, courier receipt, and submit to customer house. Negotiate with suppliers, Opening L/C, Insurance processing and dealing with C&F agents. Follow up the LCs with suppliers to complete the whole process within stipulated time-frame. Follow up documentation processing, monitoring and record keeping. Follow up various parties' acceptance, maturity and payment collection. Checking L/C and shipment with date wise and delivery related documents. In addition I have to execute & comply with any other instructions given by management.

The Way Forward

Customer loyalty is an important factor influencing the long term survival and success of a business. This is particularly true in the service industry, where the human element is very important. Lisky technology Services has been in business for many years. During this time, it has established a reputation as a reliable service provider that provides Textile machinery services to a wide range of locations all over Bangladesh. While Lisky technology has been successful, customer expectations are always changing and evolving. In order to remain relevant, Lisky technology must also adapt with the times and learn to evolve. This means an increased focus on customer satisfaction and service improvement. As Lisky technology moves forward, some key points it might consider include:

- (i) Improve internal communication – Good internal communication is essential in presenting a united image in front of the customer, and in providing them with the best possible service
- (ii) Increase reliability and responsiveness of service: While Lisky technology has a reputation for reliability, in our perception; there were a average number of respondents who shared this view. This is an area Lisky technology should look into, as this is one of its core service promises

(iii) Increased engagement with online retailers: Online based retail is a growing business in Bangladesh, and one that Lisky technology can benefit from. The company should approach online retailers and arrange exclusive partnerships for delivery services.

(iv) Improve the tracking service: Lisky technology can improve its tracking service, or develop an app that will let customers track their packages from their phones. This creates assurance among customers.

(v) Provide customers with more payment options: In order to increase customer convenience, Lisky technology can look into offering more payment options, including mobile financial services like Bkash.

(vi) Improve HRM Strategy: If they maintain a constant HRM strategy only then they will be able to keep up with the improved customer service. It means keeping employees happy & then they will ensure the best possible service.

Conclusion

My study on Lisky technology Services allowed us to explore the service dynamics and business philosophies of an established textile company. As a company with years of experience and an established reputation, Lisky technology has been able to survive and thrive in the market. Its service reach and reputation for reliability have allowed it to remain one of the top service providers in its industry. However, like many established companies in Bangladesh, Lisky technology has not made any effort to evolve and adapt. In today's rapidly changing business landscape this can be quite dangerous.

My study and analysis of Lisky technology shows that the company is highly able to match their actual service to what their customers expect. The overall analysis shows that Lisky technology is being able to live up to the promises it makes to its customers. In the long run this has the potential to cause trouble. For Lisky technology therefore, there appears plenty of room for improvement.

My study explored the various aspects of Lisky technology business and service delivery dynamics. In doing so we gained a deeper understanding of the company. From our analysis the key observation is that Lisky technology as a company must evolve, if it wishes to sustain itself

in the future. Lisky technology has survived so long based on its reputation, however customers nowadays are better informed and more demanding. Lisky technology must learn how to deal with this type of changing expectations if it wishes to survive and thrive in the future.

From my findings, I can conclude that Lisky technology is performing relatively decent as per its service quality with some room for improvements. Lisky technology has been able to maintain its core competence, which is maintaining the quality of their service. Lisky technology Roaster can make some further advancement in terms of Marketing Communications, like engaging much more with their customers on Social Media platforms and have an integrated marketing plan. In order to continue with the current market share amidst the increasing competition a 'hammering effect' needs to be in place. This report provided some suggestions and developed an IMC plan that Lisky technology can execute to enhance their customer perception and make them feel more special.

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