



Internship Report
On
Evaluation of Customer Satisfaction of “Bdexplor Ltd.”

Course: BUS 400

Submitted To:

Ummul Wara Adrita
BRAC Business School
BRAC University

Submitted By:

Name: Tashim Tajin
Id: 12304082
BBS Department
BRAC University

Date of Submission: 19.01.2017

Internship Report

On

Evaluation of Customer Satisfaction of “bdexplor Ltd.”

Letter of Transmittal

19th January, 2017

Ummul Wara Adrita

Lecturer,

BRAC Business School,

BRAC University.

Subject: Submission of Internship Report.

Dear Madam,

With great pleasure, I would like to submit my internship report on 'Evaluation of Customer Satisfaction of Bdexplore Ltd.' which you have approved & assigned as a compulsory of BUS 400 course. This report is based on the Customer satisfaction survey which I have done in my internship period at Bdexplore Ltd. Hence, I would be extremely delighted and honored if you accept my Internship Report and recognize my hard work and determination I have put together in the preparation and completion of this report. I have tried my best to bring out the original scenario of customer satisfaction. I would like to thank you for your support, guidelines & observation towards my works which made it easy for me to complete the whole report.

Sincerely Yours,

Tashim Tajin

ID:12304082

BBS Department

Acknowledgement

First I would Like to thank the almighty Allah for giving me the strength and ability to complete this report.

I Would like to show my upmost respect and gratitude to my supervisor Ummul Wara Adrita for assigning me to work on such an enthusiastic topic. With her supervision, guidance and patience on me, I was able to complete this report within due date.

I am grateful to Mr. Shahajalal(Chairman & CEO), Sumaiya Azmi(Managing Director), Anamul Haque(Officer), Laboni Sharkar(Junior officer) of Bdexplore Ltd. I convey my gratitude to them for their continuous helps throughout my working period.

Furthermore, I would like to thank all the employees of Bdexplore Ltd. for their support and cooperation.

Executive Summery

A number of studies have shown that the long-term success of a corporation is closely related to its ability to create and maintain loyal and satisfied customers, adapt to customer needs and change preferences. Customer satisfaction is a crucial goal for most organizations. In order to evaluate customer satisfaction level and to take action for improving it, a survey has been done in the organization. However, for the purpose of developing tangible applications for results a number of criteria have to be fulfilled in any such measurement system. In any organization, customers play a vital role to run the businesses. So, it is very important to attain customer satisfaction as much as possible. This is the spirit in which the research of customer satisfaction was initiated. With my research I aim to recommend a customer satisfaction model and gentle recommendations for further improvement on the design of the customer satisfaction process. Various comparisons on the bases of the criteria of current and desired level of customer satisfaction have been expressed in the report. Through the process of research, I have reflected my logical and sequential steps in a conceptual model.

In the research, the emphasis lays on the customer satisfaction survey which has been done in the organization. In the period of internship, I was assigned to find out the basic criteria of customer satisfaction level which can affect them while taking the services from bank and away from bank. In the whole research paper, it indicates how much imposes of independent variables fall on the dependent variable. Besides, it also shows the necessary findings related to the survey regarding sample size, gender, age etc.

For the analysis of the performance various data has been used. Different charts are shown to clarify the data more clearly. There are some limitations as well on which further research has been proposed.

Contents

Chapter-2: Organization Part.....	1
2.1: Introduction.....	1
2.2: Overview of Bdexplore Ltd	1
2.3: Corporate Information.....	1
2.4: Core Values.....	2
2.5: Strategic Priorities.....	2
2.6: Functions of Bdexplore Ltd.....	2
2.7: Organization Hierarchy.....	3
2.8: Our Service.....	4
2.9: Our Few Precious Clients.....	4
2.10: Key Responsibilities.....	5
2.11: Major Learning Reflection.....	6
Chapter-3: Project Part.....	7
3.1: Background of the study.....	8
3.2: Problem Statement.....	8
3.3: Purpose of the project.....	9
3.4: Timeline.....	10
3.5: Limitations.....	11
3.6: Hypothesis Development.....	12
3.7: Methods.....	14
3.8: Findings.....	23
3.9: Conclusion.....	29
3.9: Recommendation.....	30
References.....	31
Appendix.....	32

2.1: Introduction

Event Management is the application of project management to the creation and developments of festivals, events and conferences.

Event management involves studying the intricacies of the brand, identifying the target audiences, devising the event concept, planning the logistics and coordinating the technical aspects before actually launching the event. Post event analysis and ensuring a return on investment have become significant drivers for the event industry.

2.2: Overview of Bdexplore Ltd.

Bdexplore Ltd. is a step taken towards making advertisements based on creativity that helps achieve tangible sells rather than more praise from the non-relevant market. It is an agency specializing in production of unique, hard hitting ads crafted within the modest economical boundaries. The team of experts at Bdexplore Ltd. Media is just as creative in economical media planning as it is with innovative ideas. Bdexplore Media has a solid experience of working in various advertising media. It has a well-developed network across the Bangladesh and a number of satisfied clients.

Bdexplore is a fully independent supply, event management, production, PR and branding company in Bangladesh by all the brand new ideas and perfect execution policy with commitment to good and cost effective solutions.

From the beginning to the present Bdexplore Ltd. has gone through a massive transformation and it is still reshaping according to customer demand.

2.3: Corporate Information

With the slogan or “Explore the mystery”, Bdexplore runs its operation with the goal of maximum service to its customers.

2.4: Core Values

Bdexplore Ltd. puts emphasis on its values for client satisfaction. The core values that Bdexplore follow:

1. Put customers as the first priority
2. Emphasize on professional ethics
3. Maintain quality at all levels
4. Believe in being responsible

2.5: Strategic priorities

1. To make all clients happy
2. To foster creativity, innovation and diversity
3. To achieve sustainable business growth
4. To ensure satisfaction to all clients through delivering services
5. To establish good governance
6. Focusing on Cooperate Social Responsibilities (CSR) in a responsible manner
7. To enhance and build brand image.

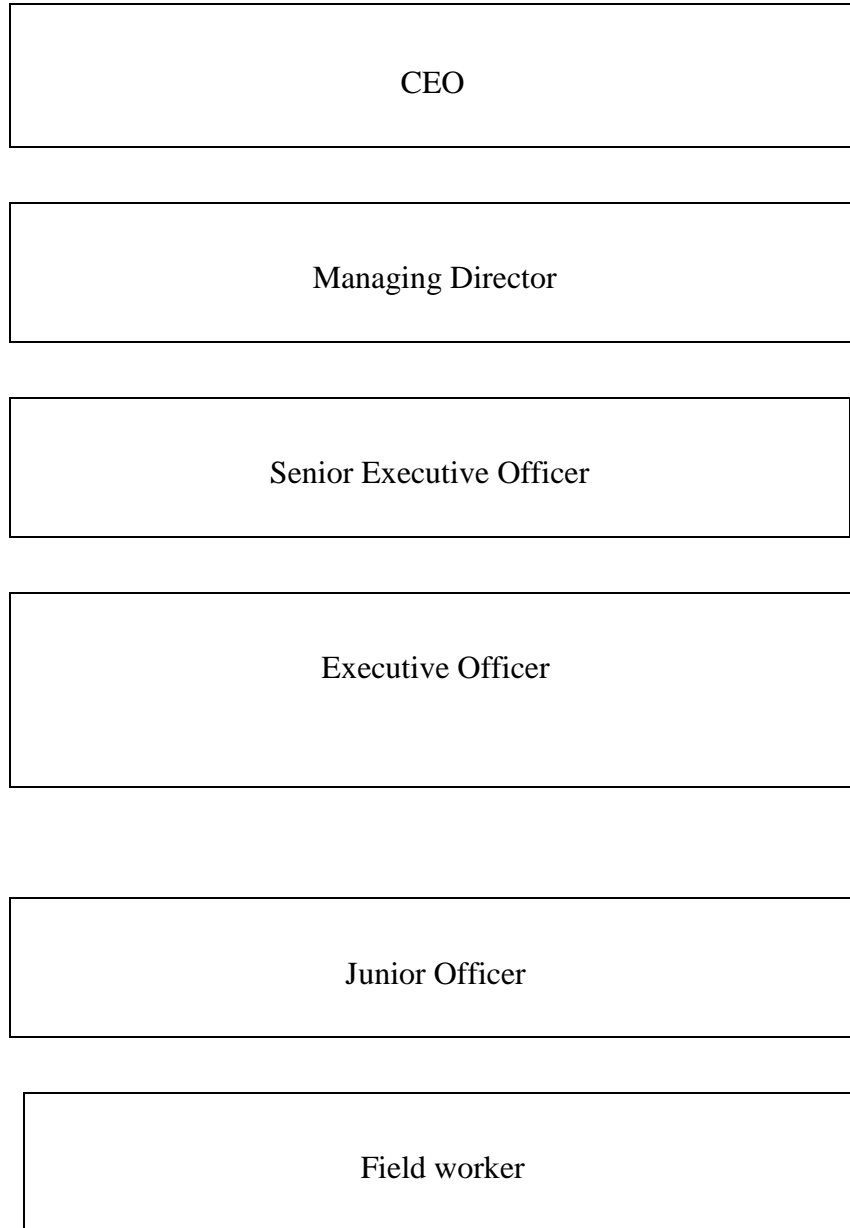
2.6: Functions of Bdexplore Ltd

Some general functions of Bdexplore Ltd are given below

1. To maintain all types of advertising, event management and production activities
2. To work for continuous business innovations and improvements
3. To ensure the best uses of its creativity, well disciplined, well management and perfect growth

2.7: Organizational Hierarchy

The organizational hierarchy of Bdexplore Ltd is as follows-



2.8: Our Services

- Event Management and logistic supply
- Design And Printing
- Production
- Gift item supply
- Branding services
- PR and media relations

2.9: Our Few precious clients

- Arla food Bangladesh Limited.(Dano)
- Accurate Builders Ltd.
- Holcim Cement Bangladesh
- Radiant Pharmaceuticals Limited
- Emami Bangladesh Limited
- Shalimar Coconut oil
- ACI Logistics Limited
- City Hospital Limited
- Secure Property management Limited
- Progoti Systems Limited
- Meghna Bank Limited
- Bangladesh Police
- Hotel Saymon

2.10: Key Responsibilities

After completing all other courses in the university, we the BBS department's students are supposed to complete a three month's Internship program in any organization. This course is known as BUS 400 in BRAC University. We are given to do this course so that we can obtain some practical knowledge about corporate life before we get into professional life. I got opportunity to work at Bdexplore Ltd.

While working in Bdexplore got chance to work in various sectors. Some of my working experiences are shared below

1. Very basic works:

After joining there I was told to do very basic thing like stapling, keeping files in right place, keeping papers in right file ect. While doing these stuffs I felt very low in me. Even I had no desk. After a week I was pass on to the next level.

2. Field visit:

After a week of joining I was told to go for a production factory with my coworker to see how far the production is done and report to the office.

3. Organizing an event:

Organizing an event is very hard. So many responsibilities are involved in here. From choosing a right place to entertainment everything needs to be handled. While I was working there we got a chance to arrange a program for University of Asia Pacific(UAP). Whole 10 days we were busy. We did not need to bother about the place only because it held in the university. We had to do manage the decoration, food supply and the entertainment part too.

2.11: Major learning reflection

In today's world only academic education does not make a student perfect to become competitive with the outside world. Internship is a great opportunity to gain ideas, knowledge and experience with applying academic knowledge. Through the internship program a student gets the opportunity to face with the real business world. It helps to build self-confidence and interpersonal skills which are important for entrance as a fresher in job market. It is also beneficial for both student and organization to upsurge relationship among them for further opportunities. The program covers a period of 12 weeks of organizational experience.

Project part

3.1: Background of the study

In any organization, customer satisfaction is the most needed thing as it provides such a metric that they can use it to manage and improve their businesses. To know this how much customers are satisfied in the Bdexplore Ltd, a survey was done in the organization. This shows the level of customer's satisfaction as well as dissatisfaction. It also emphasizes the necessities to put any effort further to bring more satisfaction if it is needed or to keep it as it is. So, we would like to know the factors which are affecting customer satisfaction level. To determine the factors and evaluate it properly, the research is being executed.

3.2: Problem Statement

Research question: Do the factors like service, employee behavior, delivery on time, online response put an effect on the overall rating of the organization

Broad statement: to determine the customer satisfaction level the above mentioned factors have a great impact on the overall rating of the organization.

Specification: It is going to be figured out how the factors are affecting the level of customer satisfaction in the organization. Firstly the services which are provided directly has a major impact. Secondly the behavior of employee can influence a consumers mind either positively or negatively. Then management of time while receiving an order and delivering it is also a key point. Then ease of access through internet is also very important.

3.3: Purpose of the project

Objective of the report is divided into two categories. They are- general and specific objectives.

A) General Objective:

The general objective of the report is:.

- To serve the purposes of the research paper.

B) Specific Objectives:

The specific focuses of the study are categorized in the following steps:

- To find out the customer satisfaction level.
- To know about how customers feel about the particular services.
- To get their recommendations and feedbacks of what changes they expect in the organization based on the stated factors.

C) Scope:

In this report, I shared my real life experience of how customers rate an organization's services based on some criteria. Retaining customer satisfactions in different aspects sustain the customers for a longer time. Besides, as a marketing student, I got the opportunity to do a survey on customer satisfaction level in the organization. So, keeping all this factors in mind, I completed the survey to get the best out of it.

3.4: Timeline

Time line I followed in Bdexplore Ltd.

- Doing basic works- 5 days (excluding holidays)
- Responding to customers directly- 7 days (excluding holidays)
- Responding to customers over telephone and through email- 7 days (excluding holidays)
- Organizing event- 28 days (excluding holidays)
- For field visit- 5 days (excluding holidays)

3.5: Limitations

While doing the survey, I came across many challenges which were too difficult to complete my target. I came across many a type of customers whom I had to convince to do the survey. Time was another constraint to do the survey worthwhile.

Few challenges I faced are as follows

- Some rejected my paper on the spur of the moment.
- Customers were very reluctant even to put a tick mark on the survey.
- Some took the survey paper with them without giving it to me.
- Some respondents were not courageous enough to give the accurate answers.
- Few customers were saying that they are dissatisfied but they put tick mark on the satisfied option.

Further Research

Based on this limitation, further research can be done to bring about more factors like this which can put effect on the overall rating. A more elaborate study can be carried out to find the effectiveness of data which have been collected or yet to collect. There can be several factors which were ignored while doing the questionnaire of survey. So, if further research is conducted, these hidden factors can come out.

3.6: Developing Hypothesis:

Customer satisfaction measures how well the expectations of a customer concerning a product or service provided by a company have been met.

Customer satisfaction is an abstract concept and involves such factors as the quality of the product, the quality of the service provided, the atmosphere of the location where the product or service is purchased, and the price of the product or service. Businesses often use customer satisfaction surveys to gauge customer satisfaction.

1. Service quality:

Customers are the lifeblood of any company. If they are satisfied, they will become your regular customers. Good customer service helps you form a better relationship with your clients. It is a tool which can help you achieve your sales goals. Happy and contented clients refer you to other business prospects.

Event environment is quite different as events are generally run over a short time span with temporary staff, and there is little opportunity to develop service relationships with customers at personal level.

H1: the service quality really put an impact on the overall rating the organization.

2. Employee behavior:

Employees' behaviors are important in a service company as they connect the organization with its customers and they represent a critical factor in developing effective working relationships with customers. They can also maintain customer satisfaction by fulfilling the promises made to the customer. The three most important variables that explain customer satisfaction include staff behavior, service quality and price. Therefore employees' behaviors have influences on customer perception of service quality and on customer satisfaction.

H2: The employee behavior really matter on the overall rating of the organization.

3. Employee response time:

Each of us has been a customer and has felt the frustration of having to wait ‘endlessly’ to be served. So why not start to increase customer satisfaction by reducing response time through effective customer service! Irrespective of how a customer is communicating with one, the expectation is always the same – to have a great customer experience which includes an almost immediate resolution or at least a response. Increasing the capability of customer service team to process requests, queries and complaints in the least amount of time, will most certainly raise the level of customer satisfaction. Effective Customer Service is one of the prime reasons that customers will think well or not of a company as a whole. It is vital to remember that effective customer service must not be about reacting to customers when things go haywire. It is about the overall experience and satisfaction that a customer perceives while dealing with the company. Communication that timely and effective is most basic to customer satisfaction.

H3: The employee response time has a major impact on overall rating of the organization.

4. Repeat purchase:

It is essential for businesses to effectively manage customer satisfaction. To be able do this, firms need reliable and representative measures of satisfaction. In researching satisfaction, firms generally ask customers whether their product or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction. When customers have high expectations and the reality falls short, they will be disappointed and will likely rate their experience as less than satisfying.

H4: The repeat purchase really matter on the overall rating of the organization.

3.7: Methods:

Firstly I wanted to identify the factors which are responsible for customer satisfaction. So, I did a pilot survey. It helped me to find out the factors. For my pilot survey my sample size was 10. The factors which came out are as follows:

1. Service quality
2. Repeat purchase
3. Employee behavior
4. Employee response time

After finding out the result I considered the above factors as my independent variables and customer satisfaction as my dependent variable.

After gathering information from pilot survey I did a questionnaire survey to evaluate customer satisfaction. It was a printout questionnaire survey for the easy access to customers in the organization.

The sample size was 60. Among the respondents 8.33% were below 25 years, 25% were among 25-40 years, 50% were among 40-55 years and 16.67% were above 55 years.

75% were male respondents and 25% were female respondents.

For the analysis of data I used descriptive statistics such as age frequency table, percentage of each gender and age, cumulative percentage for the stated two variables. I used multiple linear regression analysis to test the hypothesis.

Results:

Results of Hypothesis tests

1. Service Quality

Customer Satisfaction	Service Quality
30	1 Highly Satisfied
25	2 Satisfied
5	3 Neutral
0	4 Dissatisfied
0	5 Highly Dissatisfied

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.93299621
R Square	0.870481928
Adjusted R Square	0.827309237
Standard Error	5.986094999
Observations	5

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	722.5	722.5	20.16279	0.02061
Residual	3	107.5	35.83333		
Total	4	830			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>
Intercept	37.5	6.278269401	5.972984	0.009391	17.51974	57.48026
Service Quality	-8.5	1.892969449	-4.4903	0.02061	-14.5243	-2.47573

RESIDUAL OUTPUT

<i>Observation</i>	<i>Predicted Satisfaction</i>	<i>Customer Residuals</i>
--------------------	-------------------------------	---------------------------

1	29	1
2	20.5	4.5
3	12	-7
4	3.5	-3.5
5	-5	5

2. Employee Behavior

Customer Satisfaction	Employee Behavior	
27	1	Excellent
16	2	Very Good
14	3	Good
3	4	Fair
0	5	Poor

SUMMARY OUTPUT

Regression Statistics

Multiple R	0.977295443
R Square	0.955106383
Adjusted R Square	0.940141844
Standard Error	2.652043237
Observations	5

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	448.9	448.9	63.82464	0.004093
Residual	3	21.1	7.033333		
Total	4	470			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>
Intercept	32.1	2.781486413	11.54059	0.001397	23.24807	40.95193
Employee Behavior	-6.7	0.838649708	-7.98903	0.004093	-9.36896	-4.03104

RESIDUAL OUTPUT

<i>Observation</i>	<i>Predicted Satisfaction</i>	<i>Customer</i>	<i>Residuals</i>
1	25.4		1.6
2	18.7		-2.7
3	12		2
4	5.3		-2.3
5	-1.4		1.4

3. Employee Response time

Customer Satisfaction	Response Time	
0	1	Excellent
18	2	Verygood
30	3	Good
12	4	Fair
0	5	Poor

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.074535599
R Square	0.005555556
Adjusted R Square	-0.325925926
Standard Error	14.65605677
Observations	5

<i>ANOVA</i>					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	3.6	3.6	0.0167	0.905186
Residual	3	644.4	214.8		
Total	4	648			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	13.8	15.3714	0.8977	0.4354	-35.1187	62.7186	35.1187	62.7186
Response Time	-0.6	4.6346	0.1294	0.9051	-15.3495	14.1495	15.3495	14.1495

RESIDUAL OUTPUT

<i>Observatio n</i>	<i>Predicted Customer Satisfaction</i>	<i>Residu als</i>
1	13.2	-13.2
2	12.6	5.4
3	12	18
4	11.4	0.6
5	10.8	-10.8

4. Repeat Purchase

Customer Satisfaction	Repeat Purchase	
11	1	Very likely
30	2	Somewhat likely
19	3	Neutral
0	4	Somewhat unlikely
0	5	Very unlikely

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.63910814
R Square	0.408459215
Adjusted R Square	0.211278953
Standard Error	11.42511853
Observations	5

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	270.4	270.4	2.071502	0.245678
Residual	3	391.6	130.5333		
Total	4	662			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>
Intercept	27.6	11.9827654	2.303308	0.10467	-10.5345	65.73451
Repeat Purchase	-5.2	3.612939708	-1.43927	0.245678	-16.698	6.297987

RESIDUAL OUTPUT

<i>Observation</i>	<i>Predicted Satisfaction</i>	<i>Customer</i>	<i>Residuals</i>
1	22.4		-11.4
2	17.2		12.8
3	12		7
4	6.8		-6.8
5	1.6		-1.6

3.8: Findings:

H1: The model indicates that hypothesis 1: 'The services of the organization really put an impact on the overall rating' is supported. The β value is -8.5 and P-value is 0.02061 which is less than the 5% significance level; thus causing the hypothesis to be supported.

Therefore, the relationship between the received services from the organization and putting a good rating based on that is positive.

H2: The model indicates that hypothesis 2: 'The behavior of employees really matter on the overall rating' is supported. The β value is -6.7 and P-value is 0.004 which is less than the 5% significance level; thus causing the hypothesis to be supported.

Therefore, the relationship between the employee behavior towards customers and putting a good rating based on that is positive.

H3: The model indicates that hypothesis 3: 'Response time towards customers has a great effect on the overall rating' is not supported. The β value is -0.6, and P-value is 0.9051, which is more than the 5% significance level; thus causing the hypothesis to be unsupported.

Therefore, the relationship between response time towards customers and putting a good rating based on that is positive. But since the p-value exceeds the significance level, the hypothesis is not supported.

H4: The model indicates that hypothesis 4: 'Repeat purchase has a vast effect on the overall rating' is not supported. The β value is -2.5 and P-value is 0.245 which is more than the 5% significance level thus causing the hypothesis to be unsupported.

Therefore, the relationship between repeat purchase and putting a good rating based on that is positive but since the p-value exceeds the significance level, the hypothesis is not supported.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.656 ^a	.560	.413	8.6975

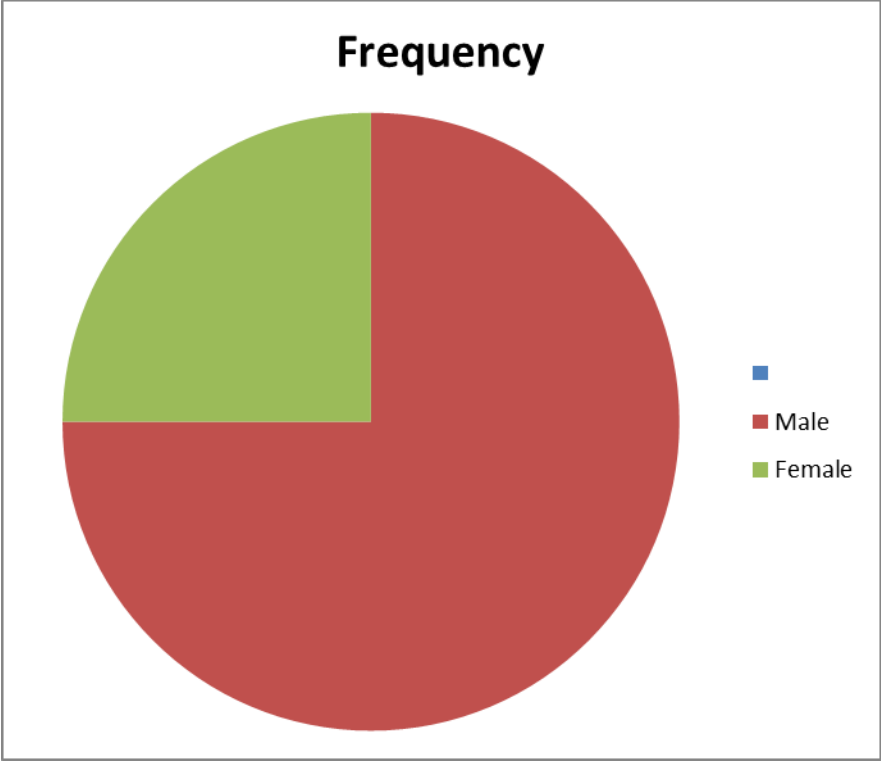
a. Predictors: Service, Employee behavior, employee response time, repeat purchase.

R² is 0.638 which indicates the overall strength of model fit. Since R² value is more than 0.50, we can say that the strength of the model is very close to good. Overall relationship between all the independent variables and dependent variable is almost good.

Gender frequency table:

Gender	Frequency	%	Valid %	Cumulative
Male	45	75.00%	75.00%	75.00%
Female	15	25.00%	25.00%	100.00%
Total	60	100%	100%	

From the Age frequency table, it is clearly indicated that out of 60 respondents 45 or 75% of respondents were male and 15 or 25% of respondents were female.

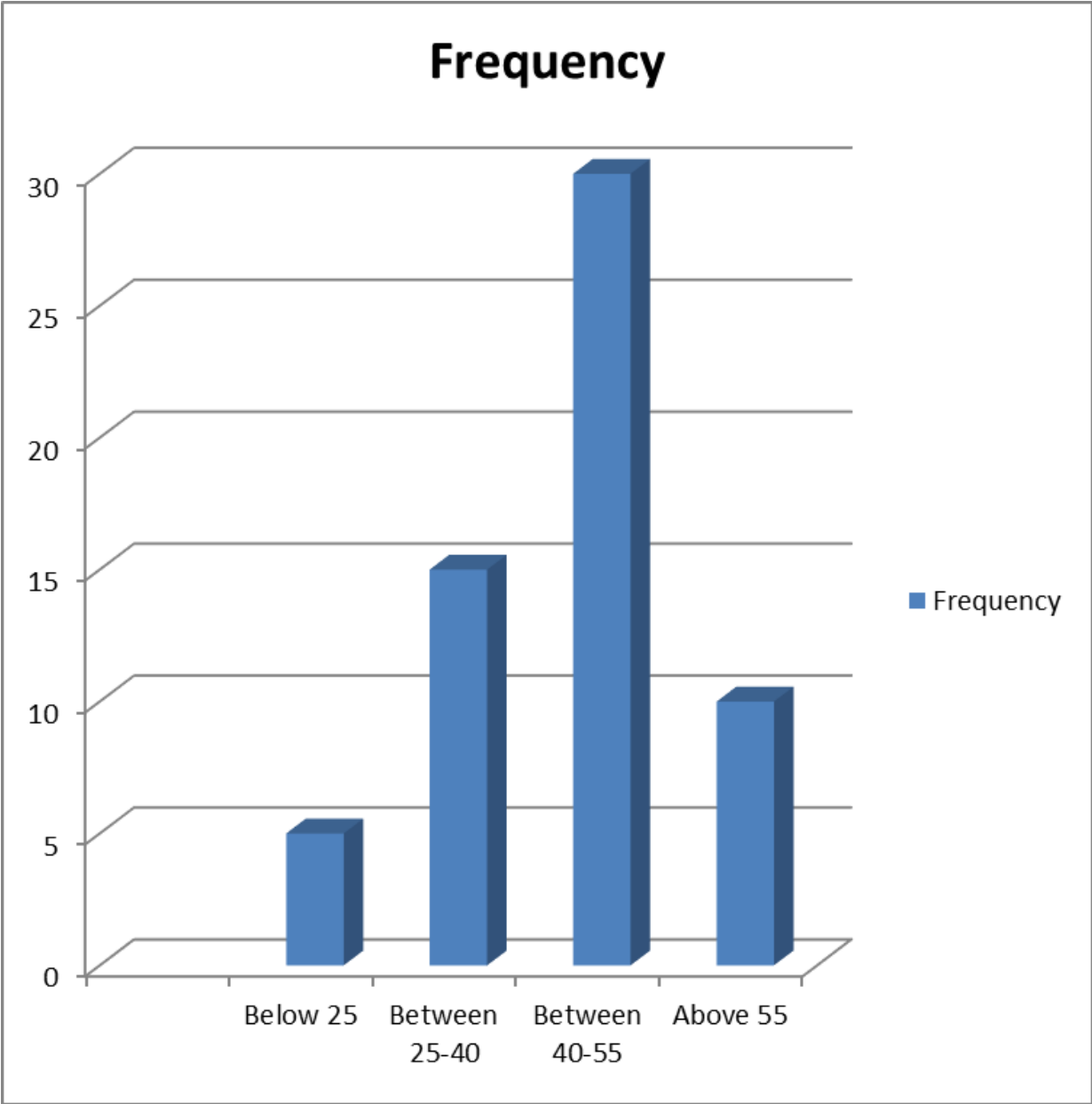


The above pie chart signifies that out of 60 respondents there were 45 male respondents and 15 female respondents.

Age frequency table:

Age Range	Frequency	%	Valid %	Cumulative
Below 25	5	8.33%	8.33%	8.33%
Between 25-40	15	25.00%	25.00%	33.33%
Between 40-55	30	50.00%	50.00%	83.33%
Above 55	10	16.67%	16.67%	100.00%
Total	60	100%	100%	

From the age frequency table we can see that out of 60 respondents 5 or 8.33% were below 25 years, 15 or 25% were between 25-40 years, 30 or 50% were between 40-55 years and 10 or 16.67% were above 55.



Here, the age frequency bar chart shows that out of 60 respondents 5 respondents were below 25 years, 15 respondents were between 25-40 years, 30 respondents were between 40-55 years and 10 respondents were above 55 years

3.9: Conclusion

The main objective of the study was to determine whether the service, employee behavior, response time and repeat purchase put any effect on the overall rating on the organization or not. After the study it is been seen that the service and behavior have the most significant influence on the overall rating on the organization.

The most effective way to get into customer's heart is the behavior. As a service provider organization it is our core duty to maintain a good relation with the customers. If a customer is happy and convinced by words it is sure to get a contract. Positive words can bring out the most effective results.

If the customer is convinced and gives the contract now it is the organizations duty to provide the best service. By providing good service and maintaining the quality the organization can bring out the satisfaction and he/she will recommend others.

3.9: Recommendation:

To improve customer satisfaction, the business must understand its customer's concerns and needs. The information can be gathered through customer forums and surveys as well as through the interaction during normal conversation. Employees should be thoroughly trained on their products and services and able to confidently answer the queries. Implementing training and continuous education programs are very effective methods for improving and maintaining customer satisfaction. The post purchase relation is very important. It can make a huge difference. Sending a brief THANK YOU message is very easy to do in this case. Giving away free items that are useful or desired by people reflects well on the organization, before the customer has even made a purchase. When a customer makes a purchase, surprising them with a complimentary extra product or service that is cheap and easy to give can greatly increase their satisfaction. Most people value a human relationship with the organization they are purchasing from. Enhancing the humanity of organization in general is a valuable exercise that warms people up to the organization, and reduces the sense that the service is just out to make money from them.

References:

1. Shawn Grimsley(May 19,2015),”What is consumer satisfaction.” Retrieved from <http://study.com/academy/lesson/what-is-customer-satisfaction-definition-examples-quiz.html>
2. Dr. John V. Padua(August 3, 2015), “Quality Customer Service.” Retrieved from www.slideshare.net/johnpadua/events-management-chapter-5
3. Boundless(May 26, 2016), “Long-term relationships: Satisfaction and loyalty” Retrieved from <https://www.boundless.com/business/textbooks/boundless-business-textbook/marketind-and-the-customer-relationship-14/customer-relationships-91/long-term-relationships-satisfaction-and-loyalty-427-3375/>
4. Hannan Shah Kattara,DinaWaheba,Ossman Ahmed(October 13, 2008) ,“The impact of employees' behavior on customers' service quality perceptions and overall satisfaction.” Retrieved from http://www.academia.edu/6410671/The_impact_of_employee_behaviour_on_customers_service_quality_perceptions_and_overall_satisfaction
5. Yonyx(July 1, 2014),”Reducing response time through effective customer service.” Retrieved from <http://corp.yonyx.com/customer-service/reducing-response-time-effective-customer-service/>
6. CharmayneSmith(April 30, 2014), “Ways to improve customer satisfaction.” Retrieved from <http://hubpages.com/business/6-Ways-to-Improve-Customer-Satisfaction>

Appendix

Questionnaire

Customer survey

Dear Mr./ Mrs.

Thank you for giving us the opportunity to serve you. Please help us by taking a few minutes to tell us about the service that you received so far. We appreciate your task and business and want to make sure that we meet you expectations.

- Please indicate your gender
 1. Male
 2. Female
- Which range includes your age
 1. 25-30
 2. 30-35
 3. 35-45
 4. 45-55
 5. above
- Service I am getting from the organization is
 1. Highly satisfactory
 2. Satisfactory
 3. Neutral
 4. Dissatisfactory
 5. Highly dissatisfactory
- I do contract
 1. Directly
 2. Via telephone
 3. Through internet
 4. Others(Please specify)
- Response to the customer service
 1. Excellent
 2. Very good
 3. Good
 4. Fair
 5. Poor

- How was the behavior of the employee
 1. Excellent
 2. Very good
 3. Good
 4. Fair
 5. Poor
- Were your queries solved
 1. Always
 2. Most of the time
 3. Sometimes
 4. Very rarely
 5. Never
- Employees were listening to you carefully
 1. Strongly agree
 2. Agree
 3. Neutral
 4. Disagree
 5. Strongly disagree
- Employees respond to you on time
 1. Strongly agree
 2. Agree
 3. Neutral
 4. Disagree
 5. Strongly disagree
- Maintenance of our service
 1. Excellent
 2. Very good
 3. Good
 4. Fair
 5. Poor
- How frequently you take service from us?
 1. Every month
 2. Every 2-2 months
 3. Every 4-6 months
 4. Once a year

- Did you cancel any service
 1. Yes
 2. No
 3. If yes then why(please specify the
 reason).....

- How likely are you to continue doing business with us?
 1. Very likely
 2. Somewhat likely
 3. Neutral
 4. Somewhat unlikely
 5. Very unlikely
- How likely is it that you would recommend us to a friend/colleague
 1. Very likely
 2. Somewhat likely
 3. Neutral
 4. Somewhat likely
 5. Very unlikely
- Any suggestions for us to perform better?

