



## A STUDY ON CUSTOMER SATISFACTION AT MINDLINKS IT R&D LAB (HYDERABAD)

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### Abstract

Customers are your best source of business information -- whether it's to improve an existing product or service or whether you're planning to launch something new. There's no substitution for "getting it from the horse's mouth." When you open up the lines of communication, you are able to align your resources to best advantage, and you often can make changes or launch products more quickly.

Client satisfaction surveys are a good way to gather key information about how well your company has met customer expectations, how your company's performance compares with the competition, and how you could improve your company's process to better serve the customer's needs.

*It's a well known fact that no business can exist without customers. In the business of Website design, it's important to work closely with your customers to make sure the site or system you create for them is as close to their requirements as you can manage. Because it's critical that you form a close working relationship with your client, customer service is of vital importance.*

*MIND LINKS IT R&D Labs helps public sector and commercial clients build their organizations by delivering measurable improvements every time. Whether through enhancing productivity, improving operational efficiencies or increasing revenue and growing profitability, MIND LINKS IT R&D Labs understands both the immediate and long-term goals that work for today's organizations. Our proven experience and innovative solutions are designed for one purpose—to give the edge.*

### Introduction

#### Definitions of Customer Satisfactions

- Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. ...
- Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. ...
- Comparison of expectations versus perception of experience.  
In 1987, 1988, 1989, and 1990, with the W126 S-Class leading its sales, Mercedes-Benz received the highest customer ratings in the JD Power Sales Satisfaction Index.
- A customer's perception of the degree to which their requirements have been fulfilled.

### About

Businesses survive because they have customers that are willing to buy their product or service. However, many times businesses fail to "check in" with their customers to determine whether they are happy or not and what it will take to make or keep them happy.

Customers are your best source of business information -- whether it's to improve an existing product or service or whether you're planning to launch something new. There's no substitution for "getting it from the horse's mouth." When you open up the lines of communication, you are able to align your resources to best advantage, and you often can make changes or launch products more quickly.

By talking to your customers directly, you increase your odds for achieving success; you "mistake-proof" your decisions and work on what really matters. When you routinely ask your customers for feedback and involve them in your business, they, in turn, become committed to the success of your business.

#### Customer Satisfaction Data are Received in a Variety of Methods

- Feedback received in response to answers to customer complaint
- Dialogue between the customer and field executive or Management which is then documented in a trip visit summary report.
- Industry positioning surveys
- Lost business reports
- Meetings with customers - interview sessions with questionnaires



Conducting survey is an effective method for measuring customer satisfaction and achieving continuous improvement in quality. There are six steps in conducting a successful survey. They are:

- Decide on your objectives
- Determine who should complete the survey
- Develop the survey
- Administer the survey
- Analyze the results
- Communicate the results

### **Need of the Study**

Exceptional customer service results in greater customer retention, which in turn results in higher profitability.

Customer loyalty is a major contributor to sustainable profit growth.

To achieve success, you must make superior service second nature of your organization. A seamless integration of all components in the service-profit chain – employee satisfaction, value creation, customer satisfaction, customer loyalty, and profit and growth – links all the critical dynamics of top customer service.

Sadly, mature companies often forget or forsake the thing that made them successful in the first place: a customer-centric business model.

They lose focus on the customer and start focusing on the bottom line and quarterly results. They look for ways to cut costs or increase revenues, often at the expense of the customer.

They forget that satisfying customer needs and continuous value innovation is the only path to sustainable growth. This creates opportunities for new, smaller companies to emulate and improve upon what made their bigger competitors successful in the first place and steal their customers.

### **Objectives of the Study**

These objectives apply to all staff and are intended to compliment our organizations activity

Which is to provide a first class service to our customers?

- To study the treatment given to customers.
- To study the response time to attend enquiries.
- To study the customer satisfaction about quality and price of products.
- To study the customer satisfaction about dispatch time.
- To study the attention level of the company to personal service and customer satisfaction.

### **Research Methodology**

#### **Primary Data**

- Primary data Collected from the company, by the way of interact with organization employees, through ask questionnaire.
- And by doing of survey method
- And the data collected from internal guide of organization.

#### **Secondary Data**

- The data collected from published magazines
- The data collected from books, magazines.
- Another source is Internet ,from Google collected from related articles

### **Company Profile**

**MIND LINKS IT R&D Labs Pvt. Ltd.** is a software engineering services company in the business of providing Information technology based solutions to various business entities operating in different segments of the company.

The Company applies robust and optimal methodologies; state of art technologies with software engineering skills to domain knowledge in creating information technology based solutions of clients in the respective domains.



**MIND LINKS IT R&D Labs** keeps abreast with the state of art technologies. Knowledge of the technologies are carefully analyzed for suitability and appropriately deployed with the solution. The company has in-depth domain as well as functional knowledge.

**MIND LINKS IT R&D Labs** helps public sector and commercial clients build their organizations by delivering measurable improvements every time. Whether through enhancing productivity, improving operational efficiencies or increasing revenue and growing profitability, **MIND LINKS IT R&D Labs** understands both the immediate and long-term goals that work for today's organizations. Our proven experience and innovative solutions are designed for one purpose—to give the edge.

- Technology Solutions
- Data Entry and Data Conversion
- Business Consulting
- Management Solutions
- Strategic Design
- Outsourcing
- Marketing

**MIND LINKS IT R&D Labs** growth can be attributed to the company's focus on quality, consistency, and long-term vision. In order to thrive in an interconnected economy, the service offerings by **MIND LINKS IT R&D Labs** meet the demands of an ever-changing business environment. We delivers fresh solutions with seasoned professional developers and consultants who have one singular focus: Ensure that everything we do delivers value to our clients and moves their businesses forward giving them the edge in the demanding business.

#### **Vision**

When our clients think of **MIND LINKS IT R&D Labs**, we want them to envision a company that will give them the edge in their business needs through a combination of professionalism, cooperation, integrity, and excellence in performance with objective results and high quality. We provide our customers with the highest levels of service, quality, and efficiency. The enduring and personal relationships we hold with our clients, gives us the advantage of a loyal, well-established client and partnership base. We offer the assurance that company needs will be met now and in the future.

#### **Mission**

- To be globally recognized as a provider of a trusted, reliable resource to quality Information Technology (IT) solutions.
- To build worldwide partnerships for success.
- To give the clients a competitive edge.
- To enhance the operational efficiency and financial advantage to clients.

#### **Challenges and Benefits**

- Strategically position of company through an analysis of internal organization and competitive industry landscape
- Increase the company's market share by designing and implementing a brand strategy and identity that differentiates the organization within the marketplace.
- Reduce marketing and communication costs through designed identity systems and pre-built media applications
- Communicate the company, product, or services to internal and external constituents through effective brand planning
- Rich understanding of business organizations, processes, and strategies
- Professional experience in brand development and translation across multiple media
- Proven methodology that integrates client strategy with design and implementation
- Trusted partner relationships that expand service offerings
- Consulting background focuses on producing measurable results.

#### **Review of Literature**

This research investigates the antecedents and consequences of customer satisfaction. We develop a model to link explicitly the antecedents and consequences of satisfaction in a utility-oriented framework. We estimate and test the model against alternative hypotheses from the satisfaction literature. In the process, a unique database is analyzed: a nationally representative survey of 22,300 customers of a variety of major products and services in Sweden in 1989-1990. Several well-known experimental findings of satisfaction research are tested in a field setting of national scope.

For example, we find that satisfaction is best specified as a function of perceived quality and "disconfirmation"-the extent to which perceived quality fails to match repurchase expectations. Surprisingly, expectations do not directly affect satisfaction,

as is often suggested in the satisfaction literature. In addition, we find quality which falls short of expectations has a greater impact on satisfaction and repurchase intentions than quality which exceeds expectations. Moreover, we find that disconfirmation is more likely to occur when quality is easy to evaluate. Finally, in terms of systematic variation across firms, we find the elasticity of repurchase intentions with respect to satisfaction to be lower for firms that provide high satisfaction. This implies a long-run reputation effect insulating firms which consistently provide high satisfaction.

Just as we all evaluate our successes and failures to create our new resolutions, we should also look at our current relationships with customers to determine what changes we need to make.

Client satisfaction surveys are a good way to gather key information about how well your company has met customer expectations, how your company's performance compares with the competition, and how you could improve your company's process to better serve the customer's needs.

### Customer Satisfaction in 7 Steps

1. Encourage Face-to-Face Dealings
2. Respond to Messages Promptly & Keep Your Clients Informed
3. Be Friendly and Approachable
4. Have a Clearly-Defined Customer Service Policy
5. Attention to Detail (also known as 'The Little Niceties')
6. Anticipate Your Client's Needs & Go Out Of Your Way to Help Them Out
7. Honor Your Promises

### Data Analysis & Interpretation

**Table 1: Customer Leads to Better Productivity both in way of Quality & Quantity**

Attributer	No. of Respondents	% of Respondens
Strongly Agree	28	70
Agree	12	30
Indifferent	Nil	Nil
Disagree	Nil	Nil
Disagree	Nil	Nil
Total	40	100

**Interpretation:** From above chart it was found that our of 40 customers, 70% of them are strongly agreed & 30% customers agreed that training leads to better productivity both in way of quality & quantity. So it can concluded that training leads to productivity both in way of quantity.

**Table 2: Customer Identified by the Organization is Relevant?**

Attributer	No. of Respondents	% of Respondens
Strongly Agree	12	30
Agree	26	65
Indifferent	02	05
Disagree	Nil	Nil
Strongly disagree	Nil	Nil
Total	40	100

**Interpretation:** From above chart it was found that out of 40 customers, 30% are strongly agreed, 65% customers agreed, while 5% of them are disagreed that training identified by the organization are relevant. Thus it can be concluded that marketing identified by the organization are relevant.

**Table 3: Satisfying the Company Needs and Customer's Needs?**

Attributer	No. of Respondents	% of Respondens
Strongly Agree	19	47.5
Agree	19	47.5
Indifferent	2	05
Disagree	Nil	Nil
Strongly Disagree	Nil	Nil
Total	40	100

**Interpretation:** From above chart it was found that our of 40 customers, 47.5% of strongly agreed, given on the satisfying the company needs and customers needs & 47.5% customers agreed are Agreed & 5% of customers are indifferent that satisfying the company needy and customers' needs

**Table 4: Customer's Satisfaction Necessary for the Organization?**

Attributer	No. of Respondents	% of Respondens
Strongly Agree	26	65
Agree	14	35
Indifferent	Nil	Nil
Disagree	Nil	Nil
Strongly Disagree	Nil	Nil
Total	40	100

**Interpretation:** From above chart our of 40 customers, 65% of strongly agreed Are strongly agree that the Customer's satisfaction necessary for the Organization and 35% customers of are agreed.

**Table 5: Do you think Customers helps in Achieving Individual Goals as well as Organization Goals?**

Attributer	No. of Respondents	% of Respondens
Strongly Agree	26	65
Agree	14	35
Indifferent	Nil	Nil
Disagree	Nil	Nil
Strongly Disagree	Nil	Nil
Total	40	100

**Interpretation:** From above chart our of 40 customers, 65% of strongly agreed Are strongly agree that customers helps in achieving individual goals as well as organization goals and 35% are agreed

**Table 6: Do you think that the Time Spans for Conducting Customer's Satisfying Programs in MIND LINKS Pvt Ltd are Sufficient?**

Attributer	No. of Respondents	% of Respondens
Strongly Agree	17	42.5
Agree	9	22.5
Indifferent	7	17.5
Disagree	7	17.5
Strongly Disagree	Nil	Nil
Total	40	100

**Interpretation:** From above chart our of 40 customers, 42.5% of strongly agree that time span for conducting customers satisfying programs in TEAM3 SOLUTIONS are sufficient 22.5 are agree, 17.5 are indifferent and disagree that time span for conducting customers satisfying programs in TEAM3 SOLUTIONS are sufficient.

**Table 7: English and Hindi Languages used for Communication in Customers are Sufficient**

Attributer	No. of Respondents	% of Respondens
Strongly Agree	16	40
Agree	19	47.5
Indifferent	0	0
Disagree	5	12.5
Strongly Disagree	Nil	Nil
Total	40	100

**Interpretation:** From above chart our of 40 customers, 40% of strongly agreed that English and Hindi languages used for communication in customers is sufficient. 47.5 are agree and 12.5 are disagree that English and Hindi languages used for communication in customers in sufficient.

**Table 8: Specific Customers Self Development are Useful?**

Attributer	No. of Respondents	% of Respondens
Strongly Agree	21	52.5
Agree	19	47.5
Indifferent	Nil	Nil
Disagree	Nil	Nil
Strongly Disagree	Nil	Nil
Total	40	100

**Interpretation:** From above chart our of 40 customers 52% are strongly agree and 47.5% are agree that specific customers self development are useful.

**Table 9: Customers Help Formulation a Career Strategy?**

Attributer	No. of Respondents	% of Respondens
Strongly Agree	16	40
Agree	24	60
Indifferent	Nil	Nil
Disagree	Nil	Nil
Strongly Disagree	Nil	Nil
Total	40	100

**Interpretation:** From the above chart our of 40 customers 40% are strongly agree and 60% are agree that Customers help formulation a career strategy.

**Table 10: Satisfying is Compulsory for a Customer?**

Attributer	No. of Respondents	% of Respondens
Strongly Agree	21	52.5
Agree	15	27.5
Indifferent	2	5
Disagree	2	2
Strongly Disagree	Nil	Nil
Total	40	100

**Interpretation:** From above chart our of 40 52.5% are customers strongly agree and 37.5% are agree that 5% are indifferent and 5% are strongly disagree Satisfying is compulsory for a customer.

**Table 11: All the Techniques Learnt in Customers Applicable to your Job?**

Attributer	No. of Respondents	% of Respondens
Strongly Agree	17	42.5
Agree	14	35
Indifferent	7	17.5
Disagree	2	5
Strongly Disagree	Nil	Nil
Total	40	100

**Interpretation:** From above chart our of 40 customers 47% are strongly agree that all the techniques learnt in customers applicable to their job and 35% are agree 17% are indifferent and 5% are disagree that all the techniques learnt in customers applicable to their job.

**Table 12: How do you Rate Customer's Satisfaction Program in MIND LINKS Pvt Ltd?**

Attributer	No. of Respondents	% of Respondens
Excellent	5	12.5
Good	24	60
Average	11	27.5
Bad	Nil	Nil
Total	40	100



**Interpretation:** From above chart our of 40 12.5% are rating as excellent customers satisfaction programme in TEAM3 SOLUTIONS and 60% and 27.5% are rated consequently as good and average that customers satisfaction programme in MIND LINKS Pvt Ltd.

**Table 13: To What Extent is Induction Customer given Importance in the Organization?**

Attributer	No. of Respondents	% of Respondens
To a great extent	17	42.5
To satisfactory level	14	35
To a little level	9	27.5
No importance	Nil	Nil
Total	40	100

**Interpretation:** From the above table out of 40 customers 42.5% are answered as to a great extent is induction customers given importance in the organization and 35% Are to satisfactory and 22.5% are to a little level extent is induction customers given importance in the organi

**TABLE 14 : What is the Impact of the Training Customer's Satisfaction on your Personality Development?**

Attributer	No. of Respondents	% of Respondens
Good Impact	24	60
Average	11	27.5
No Impact	5	12.5
Negative Impact	Nil	Nil
Total	40	100

**Interpretation:** From the above table out of 40 customers 60% are answered as good impact is the impact of the customers satisfaction on your personality development and 27.5%are average and 12.5% are on impact is the impact of the customers satisfaction on your personality development.

**Table 15: How Often Do you Feel that the Satisfying Customers Conducted Help in Developing Leadership Qualities?**

Attributer	No. of Respondents	% of Respondens
Almost Always	21	52.5
Almost Always	4	22.5
Seldom	8	20
Almost Never	2	5
Total	40	100

**Interpretation:** From the above table out of 40 customers 52.5% are feel that almost always satisfying customers conducted help in developing leadership qualities and 22.5% are fees quality frequently, 20% are seldom and 5% are almost never satisfying customers conducted help in developing leadership qualities.

**Table 16: Does the Customer Satisfaction in MIND LINKS Pvt Ltd have to be Modified?**

Attributer	No. of Respondents	% of Respondens
Strongly Agree	17	42.5
Agree	17	42.5
Indifferent	Nil	Nil
Disagree	6	15
Strongly Disagree	Nil	Nil
Total	40	100

**Interpretation:** From the above table out of 40 customers 42.5% are strongly agree that satisfying customers program in MIND LINKS Pvt Ltd has to be modified and 42.5% are agreed and 15% Are disagree that customer satisfaction in MIND LINKS Pvt Ltd has to be modified.

**Table 17: Methods Used Evaluating the Feedback is Useful to Customer Skill?**

Attributer	No. of Respondents	% of Respondens
Strongly Agree	19	47.5
Agree	17	42.5
Indifferent	4	10
Disagree	Nil	Nil
Strongly Disagree	40	100

**Interpretation:** From the above out of 40 customers 47.5 %strongly agreed that methods used for evaluating the feedback are useful to customer skill and 42.5%are agreed and 10% are indifferent that methods used for Evaluating the feedback are useful to customer skills

### Findings

- The overall result is good, with a total satisfaction score of 82%.
- There is a high degree of consistency of needs among the customers.
- Product reliability and quality are the critical factors, followed by expertise and responsiveness. Based on the above, our improvement priorities focus on quality, reliability and the ability to respond to customer needs. We received a lot of comments that helped us dig deeper into the root causes. Based on the results, we grouped the key improvement areas under two themes:
- Focused improvements (internal development)
- Customer focus (external development). Please open this leaflet and learn more about the concrete actions we will take as a response to your feedback.

### Conclusions

Our research attempts to find the factor that influence to customer satisfaction And customer loyalty. This research has extended our understanding of customer Satisfaction and customer loyalty by examining the effects of service quality and Marketing strategy in air cargo business at Bangkok international airport. General information was based on an investigation of freight forwarder that using airline's service.

The important of service quality and marketing strategy From the result of analyzing data, it show that the SERVQUAL; tangibles, reliability, responsiveness, assurance, and empathy is important to customer satisfaction in air cargo business, but indeed, empathy is neutral from the means scores 3.18. For marketing strategy, it can imply that all of marketing strategy's factors (product or service, price, channel and promotion) is important at the company level.

The influence factors to customer satisfaction and loyalty The conclusions of the analyses are broken down in three subsections. First, service quality and customer satisfaction, from result of analyzing data in previous chapter, we can conclude that service qualities are not influenced to customer satisfaction in business to business context as sig. is 0.053. The second concerns whether marketing strategy and customer satisfaction, the results suggest significant positive effects of marketing strategy on customer satisfaction. The finding of the study indicated that product or service and promotion are influenced to the customer satisfaction from the Third, for the contribution of customer satisfaction to customer loyalty, the result shows that customer loyalty is not influenced by customer satisfaction in air cargo business.

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### Websites

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