

A Study to Understand the Customer Pattern and Resolve Customer Issues

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ABSTRACT

Understanding what the customers want and expect from an organization is the key to a satisfied customer. It is a highly structured, continuous, and consistent process which needs regular supervision. Here, with the help of a questionnaire, an attempt has been made to ascertain the requirements, behavior and the expectations of the customers from a logistics firm called Delhivery. The survey helps the company to learn about its competitors and the areas where it needs improvement.

Keywords: customer pattern, customer behavior and expectations, customer feedback

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INTRODUCTION

An important key to success is to know your customers; hence, it is a healthy practice to interact with them for the regular and periodic overhauling of the internal systems and the best way to do that is to send a questionnaire to the customers so it can be determined for sure where the organization needs to work and what the strengths of the organization are. With the help of the data collected, the standing of the company can be ascertained, and a new strategy can be adopted if needed [1].

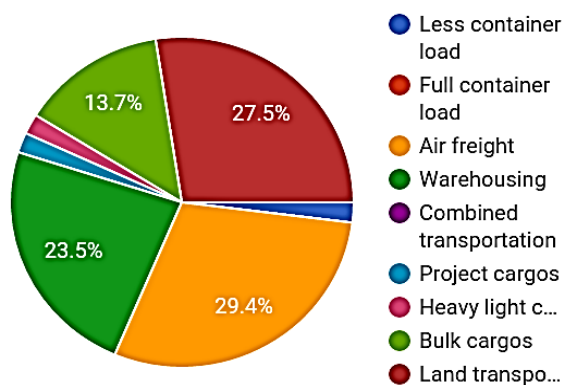


Fig. 1. Customer warehousing.

Interpretation: In Delhivery Pvt. limited, 14 customers are using land transport, i.e.,

27.5%, 12 customers are using warehousing services, i.e., 23.5%, 15 customers are sending their shipments through air freight, i.e., 29.4%, seven customers are using bulk cargo service, i.e., 13.7% and other three customers are using different services, i.e., less container load and project cargos (Figure 1).

Table 1. Delhivery rate.

Question: Rate Delhivery with context to your other logistic partner.	
Superior	4
Good	34
Fair	11
Poor	2

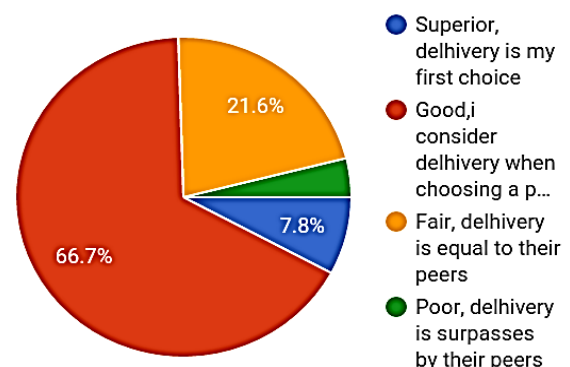


Fig. 2. Rate delhivery with logistic partner.

Interpretation: 7.8% of respondents rate Delhivery superior to their current logistics partner, 66.7% of respondents rate Delhivery good and consider Delhivery when choosing a partner, 21.6% respondents rate fair (Table 1). Delhivery is equal to its peers and 3.9% of respondents rate Delhivery poor, i.e., Delhivery is surpassed by their peers [2] (Figure 2).

Table 2. Satisfaction for the service.

Question: How would you describe your satisfaction for the service you have received from delhivery?	
Level of Satisfaction	No. of Respondants
Highly dissatisfied	2
Dissatisfied	2
Moderate	21
Satisfied	24
Highly satisfied	2

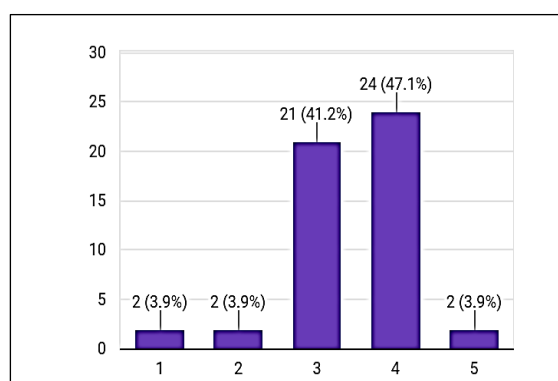


Fig. 3. Satisfaction for the service.

Interpretation: 3.9% of respondents rate Delhivery 1, i.e., highly dissatisfied, 3.9% of respondents rate Delhivery 2, i.e., dissatisfied who are not happy with the service of Delhivery, 41.2% of respondents rate it 3, i.e., moderate (Table 2), 47.1% of customer rate Delhivery 4, i.e., satisfied and 3.9% of respondents rate it 5, i.e., highly satisfied [3] (Figure 3).

Table 3. Problems faced by customer.

Question: What problems have you faced?	
Problems faced by clients	No of respondents
Delivery Time	5
Late Pickup	23
Problem regarding using the Dashboard	9
Damage/Loss Issue	4
No Problem	10

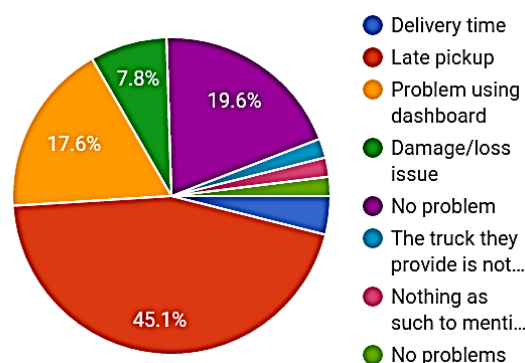


Fig. 4. Problems faced by customer.

Interpretation: 45.1% of respondents faced the problem of the late pickup of the shipment, 7.8% of respondents faced the problem of Damage/Loss issue, 17.6% of respondents faced the problem of using the dashboard and 19.6% of respondents told that they do not have any problem with any services (Figure 4) [4].

Table 4. Current logistic partner.

Question: Who is your current logistic partner?	
Logistic Partner	No of Respondent
FedEx	19
DHL	13
Delhivery	9
Bombino	7
Aramex	3

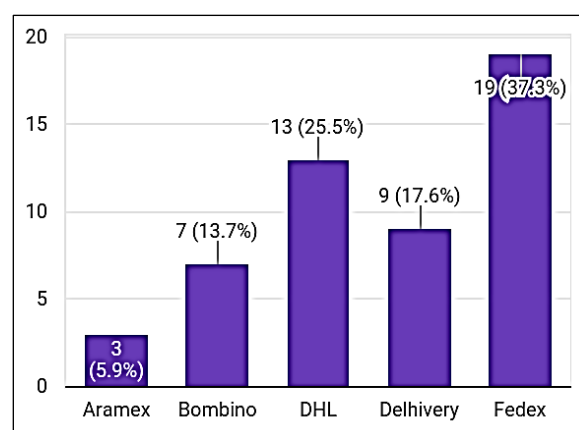


Fig. 5. Current logistic partner.

Interpretation: 5.9% of respondents have Aramex as their partner for logistics, 13.7% of respondents have Bombino as their logistic partner (Table 4), 25.5% of respondents have DHL as logistic partner, 17.6% of respondents have Delhivery as

their logistic partner while FedEx has the largest market share, i.e., 37.3% (Figure 5).

FINDINGS

- In this technology driver world, customers are left on the mercy of technology rather than being personally attended to. Customers need assurances and want to feel comfortable which some software or technology cannot replace.
- The employees often seem to be in a hurry while attending customers' issues and don't give enough time to solve their issues.
- Depending entirely on the systems may create hindrances in resolving customers' problems as one cannot blindly trust the efficiency and accuracy of the systems.
- Taking time to resolve the complaints results in dissatisfaction among the customers.
- Lack of training programs to train the customer service team and educate them about work ethics, technical knowledge and soft skills often leads to substandard customer service.
- Unavailability of customer data and the feedback form back up which means that customers are not being taken care of and the company isn't keeping a track of the feedback collected from the customers. Unavailability of that data makes it possible to introspect and work on the limitations.

SUGGESTIONS

- It is very important to patiently listen to the under and understand their concerns without undermining them.
- Empathize with the customers.
- If there's a need, apologize to the customers as sometimes all they are looking for is an apology.

- Address their issues and concerns and suggest solutions.
- Do not just leave the customers on their own. Keep a constant touch with them and follow-up to know if the issues have been resolved.
- The idea is to make the customer happy. Go an extra mile to accommodate their needs and requirements and don't be afraid to exceed their expectations.

CONCLUSION

Delhivery is making good efforts to keep their customers satisfied and giving them the service. Delhivery is flexible enough to provide the service as per the requirement of the customer. Delhivery is good in providing warehousing service because only 1 out of 12 respondents is having problems like damage and loss issues though it has the problem of late pickup which can be reduced by proper control on manpower.

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