## UNDERSTANDING OF CUSTOMER AND USER

Our user base currently extends upto all the students residing in NITK, across various education programs like under-graduate, post-graduate and management courses. This represents our planned user base, which are currently looking for affordable and efficient modes of transport.   
 Since our start-up is providing bicycles on rent for a period of time the user wants, therefore the users will be paying for making use of these services. This makes our user base into a potential customer base.  
The current market is untapped and has a lot of potential in terms of being utilized for bicycle rental services.

Majority of our customers belong to the age group of 18-22 years, hence their way of thinking is quite different from the rest of the population. People generally look for affordable and time-saving transport, because money and time are two things that people don’t have in excess. In case of time people often squander it away and later procrastinate about it, and money is something that people always want and are reluctant to spend on a new dream product/service. People are generally apprehensive on various fronts about the service they will be receiving like, maintenance services, customer appreciation, ease of obtaining bicycles for rent, various hassles related to registering and quality of service. In short customers expect a spaceship at the cost of a motorcycle, whenever they want to avail a service. But more than anything they want to work with companies that respect them as a customer minimizing every hassle they face and provide top quality service.

For a start-up, customer relation is a very important topic and needs to be dealt with careful planning and refined mannerisms. We at WOR, believe in the same concept. Our number one priority is to have healthy and profitable customer relations. We want to give a lot of focus to our customers in order to have a high return-rate. Since the customer is present only for a maximum of four years in college, we need to maximize our returns from the investment we will be making.

The best way to go about it is to first roll out with various offers and rewards to our initial customers and to continue with such schemes at regular intervals or on important dates. This will keep a continuing interest among the customers and will keep them eagerly anticipating the next offer. Secondly, conducting frequent bicycle maintenance services to keep the bicycles in good order. This will prevent the users from getting a defective product. Thirdly there will also be a user grievance addressing system and an online feedback service which will be completely app based and will require minimum work from the user. Just a simple message from the user will put up a notification for the admin to rectify the issue within 12 hours. This way we will be able to earn their trust and also will have an efficient customer service system. This will eventually allow us to take better care of the bicycles on rent. Fourthly, we will be conducting cycle marathons for charity purposes and also some adventure trips for entertainment purposes. All of this will be done to keep the customer happy and ensure that they keep coming back to avail our services. Fifthly, all communications between us and the customer will be monitored and utmost care will be taken to ensure a professional communication system to prevent ruining the start-up image. Effective and calm speakers will only be allowed to indulge in communicating with our customer base. And finally, we will be as transparent as possible with our money transactions so that the users are ensured that the service we are providing is truly genuine and not a sham. We will strive to keep our records open and keep our users in the loop about any new developments or any changes so that they do not have any sense of insecurity or discomfort.

All these above steps will be carried out efficiently and effectively without any hitches to maximize our customer return rates. This will also encourage the users to introduce our services to other potential customers and will help us to eventually grow bigger.

This method will allow us to handle our customers in a better professional way and reduce any discrepancies and errors.