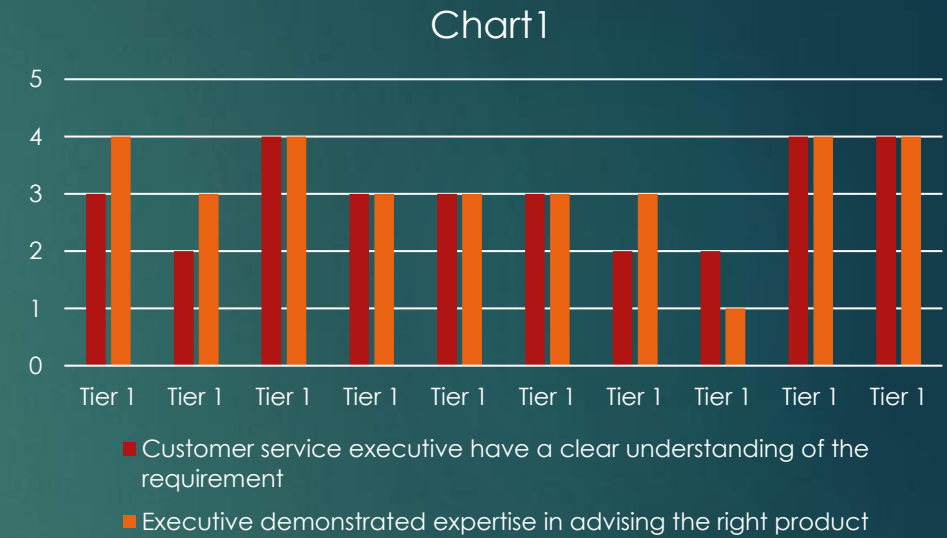# Data Analysis

- As Feedback Data is reliable but not sufficient.

- To increase the feedback data, company should plan for bulk mails or forms for them who comes for enquires.

- Company should increase there marketing value so that customer should know about the products.

- Company should place their showrooms in appropriate place so that good number of customers will visit.

- To increase the feedback there should be more number products in showroom.

TIER 1

- As for Tier 1 customers, 20% of customer are not happy with understanding of requirements from service executive.

- To increase the sales of tier 1 products, company should increase the quality of the products, as 70% customers says quality is average.

- As tier 1 products are commonly used and brought by the customer, company should apply some discount or sale so that a greater number of customers will be attracted and enquire more about sale.

- Service Executive should be trained to understand customers' requirements.

- As per the feedback, Overall customer are happy with products and experience with executive person.

- As graph says, salesperson are suggesting right products to customers of tier 1.

Chart1

■ Customer service executive have a clear understanding of the requirement

■ Executive demonstrated expertise in advising the right product

TIER 2

- As feedback for Tier 2 Products are less, it means that customers have not much interest in buying tier 2 products.

- As these products are expensive from Tier1 products, customer service should be better.

- As 75% customer are not satisfied with service and sales executive are unable to understand the customers requirement

- To improve customers service executive person should be trained with good knowledge and better understanding of customers need so that he can suggest products as per the customers.

- As these are Tier 2 products, there are few groups of customers to buy these products, as customers are not happy with quality of products, Quality of products should be increased.
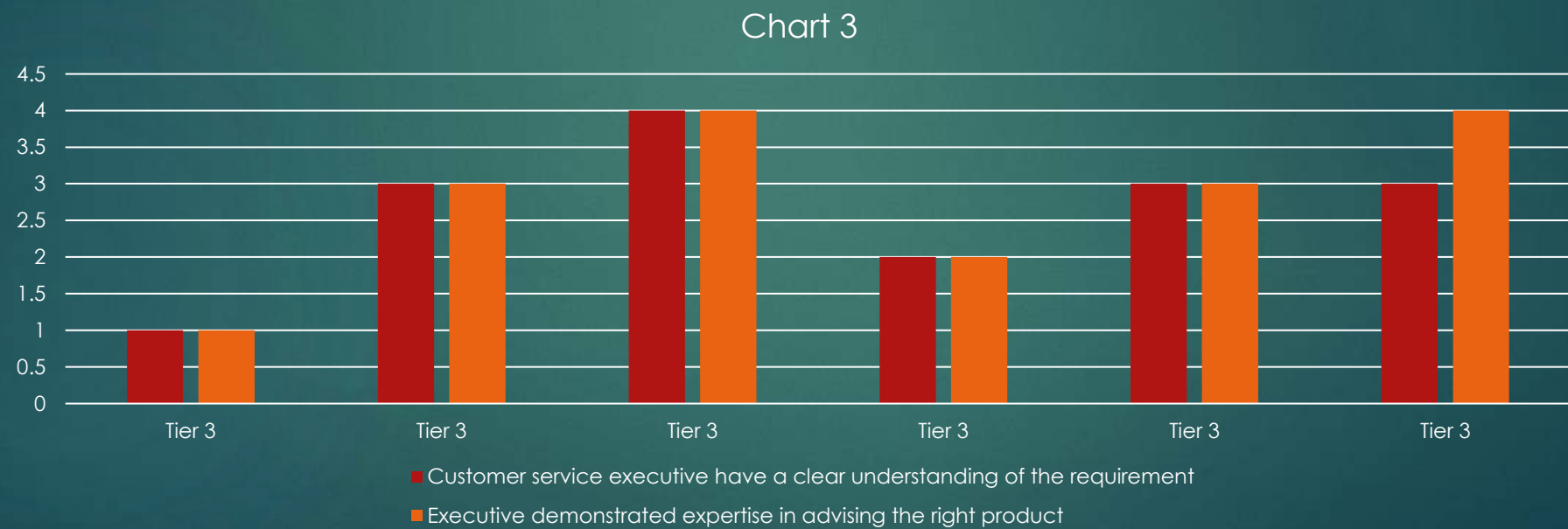
Chart 2
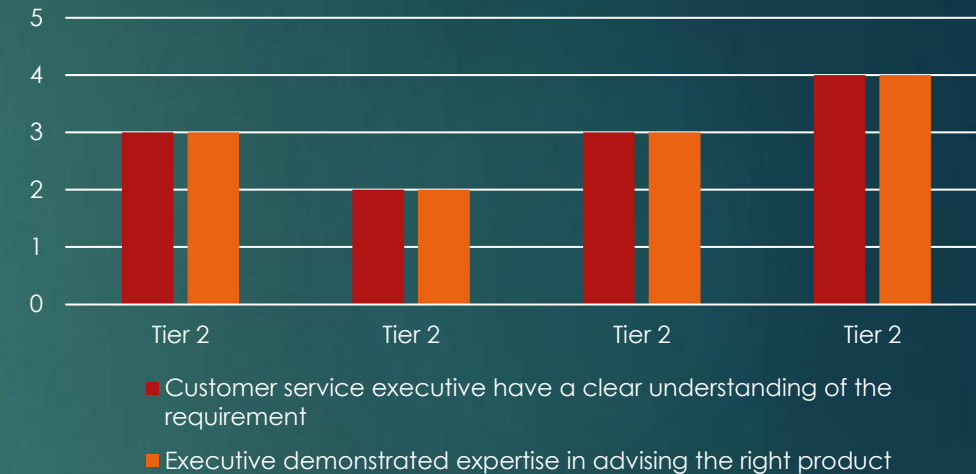
- Quality of delivering the product should be improved to increase the customers satisfaction as its last step where customer will get satisfied.

- To increase the sales of product sales executive should understand customers need and suggest them right product, quality of product should be best and proper advertising should be done.
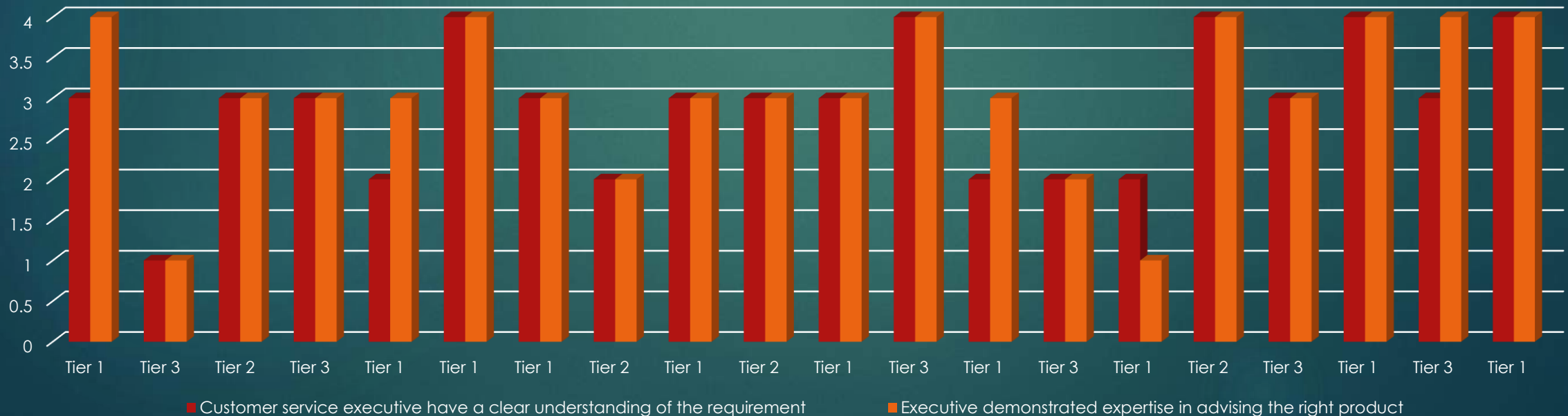
TIER 3

- As these are premium products, Customers buying these are limited.

- In Tier 3 as per data, Customer is not satisfied with the executive salesperson, Salesperson should understand what customers requirement are and as per that salesperson should suggest the products.

- As customers are satisfied with quality of the products, To increase the sales and customers satisfaction, company should improve the quality of the product

- Salesperson should advertise the right product to customer to increase the sales.

- Salesperson should have good knowledge on product which they are selling, and good customer interaction should be trained for salesperson.

- 70% percent customer are not satisfied with overall experience.

Chart 3

■ Customer service executive have a clear understanding of the requirement
■ Executive demonstrated expertise in advising the right product

Key Points

- Graph says, Tier 1 Salesperson executive are suggesting right product to customer compared to tier 2 and tier 3.

- So to increase sales and customer satisfaction, salesperson executive should have knowledge of products and should be trained accordingly, so that he/she will suggest right product.
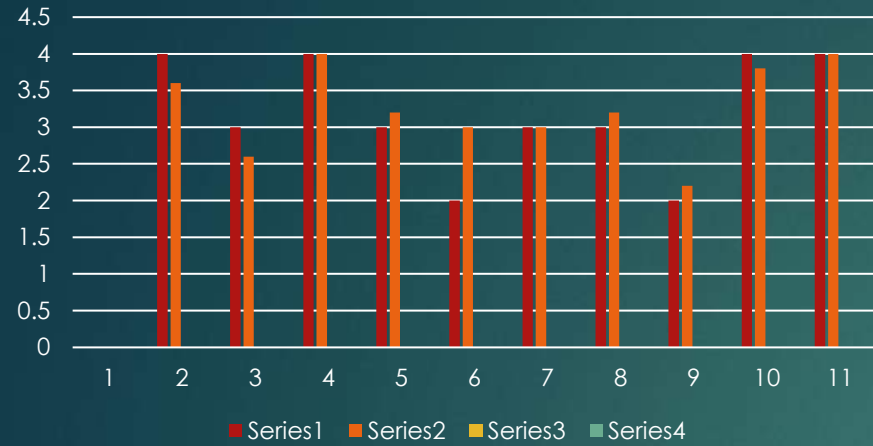
- Tier 1 customer are more satisfied than tier 2 and tier 3.

- As you can see better the quality, more the customer satisfaction.

- Customer satisfaction also depends on delivery of the product as it is last step where customer gets satisfied , so better the delivery more is the customer satisfaction.
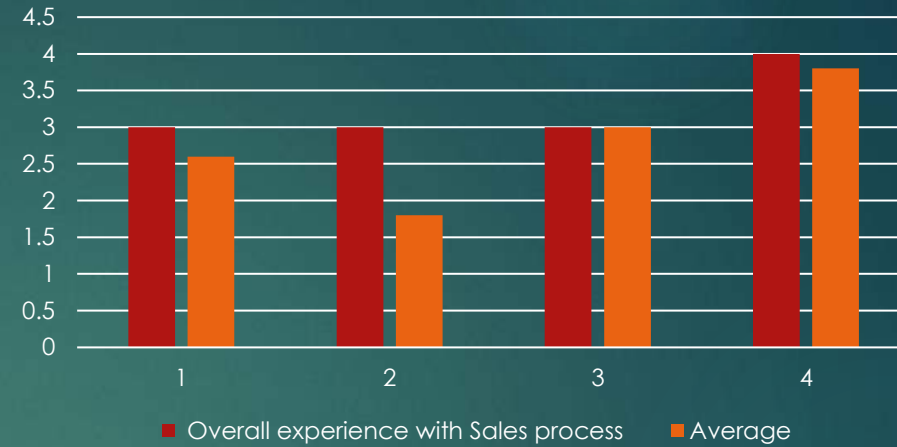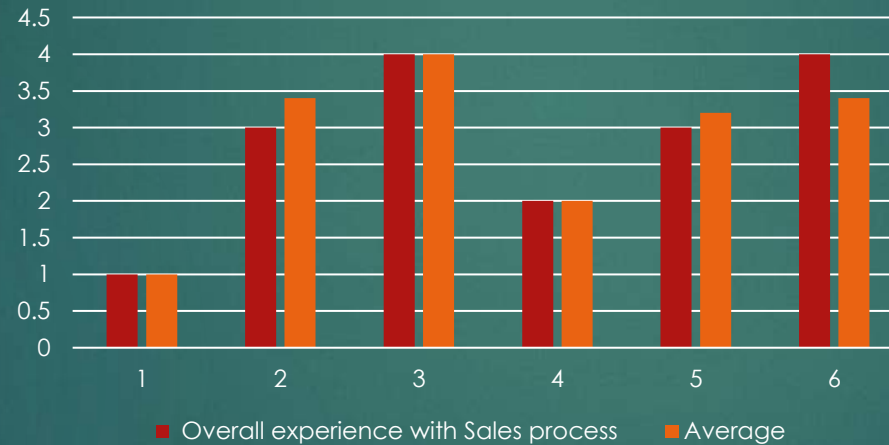
Chart 4
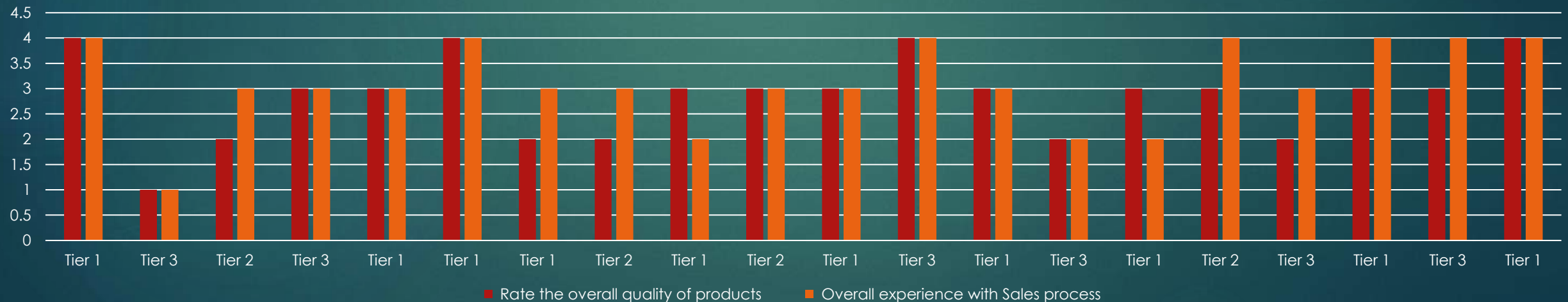
So overall average and sales process experience are nearby, so we can say that Tier 1 customer are more satisfied than Tier 2 and Tier 3.