**A**

**Project Report**

**O n**

# Project Title

***Submitted By:***

**Your Name**

***In partial fulfillment for the award of the degree of***

## YOUR DEGREE NAME

***In***

## College Name Or University Name

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This is to certify that (YourName)and research report entitled **“ eg .Project Title.”** is approved and is acceptable in quality and form.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
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**DECLARATION**

I hereby declare that the project report entitled:

A Research Report on **“Project Title.” s**ubmitted in partial fulfillment of the requirement for the degree of BBA/MBA**,** is my original work and not submitted for the award of any other degree, diploma, fellowship, or any other similar title or prizes.

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**ACKNOWLEDGEMENT**

I wish to express my gratitude to all that concerned persons who have extended their kind help, guidance and suggestions without which it could not have been possible for me to complete this project report.

I am deeply indebted to my guide Mr. GUIDENAME for his valuable guidance and support at all time.

My sincere thanks to all those people who has provided me all the necessary information throughout this research report has been successfully completed at time.

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**Chapter – I**

**INTRODUCTION**

Marketing is managing profitable customer relationship. In the present highly competitive economy, which can be called as buyers markets, it is the customer who wields full power. The customers who were considered the ‘King’ is now treated almost as god, emulating the highly successful marketing people of Japan. When the customer expectations become higher and higher, superior market driven strategies and their execution in the market are important. Companies have to be fully customer oriented to succeed in the present competitive scenario, and should ‘think customers’, ‘live for customers’, ‘smell customers’ and build ‘customer relations’.

Marketing is managing profitable customer relationships. The basic objective of marketing is to attract new customers by promising and offering superior value and to retain and grow current customers by delivering satisfaction. Marketing deals with customers more than any other business function, and deals mainly with the customers. Building customer relationships based on customer value and satisfaction is at the very core of modern marketing Sound marketing is essential for the success of every company, whether large or small, global or national.

Marketing is something which is going on around us. Marketing people are busy calling for our attention always, to try a product or service. Marketing has become all-pervading and we see it everything we do. But there is much more to marketing than meets the **consumer’s casual eye**. Behind it all is a massive network of people and activities competing for our attention and purchases.

Earlier there was a concept where customer was treated as king. But now-a-days customer is tread as God. Many firms are now enjoying the tremendous benefits of customer relationship management. But one thing is true, if we want to build a long lasting relationship with customers, we need to ensure their satisfaction at all the times.

**Market**

**A** market is a place where buyers and sellers meet to buy or sell products, as in the case of a fish market, vegetable market or grain market. But in marketing, a market refers to the deferent groups of consumers for a product or service. Market need not be a place as in the traditional sense. Here, the sellers or marketers are treated as the industry and the buyers as the market.

Examples are the general consumer market, business market, global market and specific markets like teenager’s market, children’s market, and education market.

A market is the set of actual and potential buyers of a product. Such buyers or customers share a particular need or want that can be satisfied through exchange relationships. The size of the market will depend on the number of people who exhibit the need, have the buying power, and are willing to exchange their resources for what they want.

Marketers work to understand the needs and wants of specific markets and to select the markets that they can serve best. In turn, they develop products and services that create value and satisfaction for customers in these markets. The result is profitable long term customer relationship.

**Definition:**

Relationship marketing is the process of building long-term, trusting, and win-win relationships with customers, distributors, dealers and suppliers.

**Philip kotler**.

“Marketing is an organizational function and a set of process for creating communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.”

**American marketing association**

**NEED FOR THE STUDY:**

In a competitive environment, an organization must provide target customers more value than is provided by its competitors. Customer value is the difference between all the benefits derived from a total product and all the costs and risks of acquiring those benefits.

On the basis of the consumer analysis under taken in the step, the organization identifies group of individuals, households or firms in the similar needs. These market segments are described in terms of demographics, media performances, and geographic locations. Management then select one or more of these segments as target market based on the firms capabilities relative to those of its competition.

***“Customer satisfaction in paints industry is of great importance in providing valuable insights about customers of various paint producing companies”***.

Marketing strategy seeks to provide the customer with more value than the competition while still producing a profit for the firm. Marketing strategy is formulated in terms of the marketing mix; it involves determining the product features, price, communications, distribution and services that will provide customers with superior value. This entire set of the characteristics is often referred to as the total product. The total product is presented to the target market, which is consistently engaged in processing information and making decisions designed to maintain or enhance its life style or performance.

In order to develop a sound marketing strategy a firm should explore to the information about customers. The quality of marketing strategy depends to a large extent on the quality of information obtained about customers.

Hyderabad is a fast growing port and steel city in Asia Hence, an attempt has been made to study customer satisfaction in paint industry, Hyderabad, AP India.

**Importance of Customer Satisfaction**

The importance of customer satisfaction is apparent when you realize that, without customers, you don't have a business. A single unsatisfied customer can send more business away from your company than 10 satisfied customers. The more you focus on customer retention and customer support, the more long-term business you'll get. It's worth it to focus on customer satisfaction strategies, no matter how large or small your company is.

**Understanding the needs of the customer is critical.**

A business relationship, just like any other relationship, relies on both people getting their needs met. No matter what type of business you are in, all customers want the same thing. They want to feel welcomed and appreciated by you and your staff. They don't want to get the impression that they are just being used by you for money. Small interactions like "Thank you" and a nice smile can go a long way toward customer satisfaction.

**Make sure your employees operate with the same principles.**

A big part of customer satisfaction is reliability. If customers come to expect a certain mode of behavior from you and your employees, you should deliver it to them each and every time. Customers want to be able to rely on you. They expect consistent delivery times (if applicable) and support. By training your employees to treat all customers with the same respect, your customers will all have the same experience with your company, which will increase customer satisfaction.

**Be honest when you don't meet expectations.**

Customer satisfaction is at its most important when something goes wrong in the chain of delivery. Whether a customer was double charged or didn't receive what she ordered, your employees need to handle the situation with the utmost care. Your employee should apologize and take steps to rectify the situation. The phrase "the customer is always right" is at the core of a good customer satisfaction strategy. It doesn't matter whether or not the customer misread the instructions or made the mistake; your employee should take steps to make the customer happy.

**Customer satisfaction is the foundation of a good business.** Satisfied customers will make a great foundation for return business, and they may also bring in their friends and associates. Remember that customers are the heart of any business. Keep them satisfied, and encourage them to tell their friends about their experiences with your business.

**Objectives**

* To understand the theoretical aspects of the customer satisfaction.
* To review the profile of paint industry in Hyderabad.
* To know about the loyalty of customers towards the paint manufacturing companies.
* To know about the quality standards and requirement of consumers in respect of paints.
* To analyze the perception of customers towards their satisfaction among different paint products and companies.
* To give suggestion for the betterment in strategies to attract customers by different paint companies.

**Methodology**

**Primary data:**

Primary data the company itself give the information .and we have gone to various paints’ offices, such as Asian paints, burger paints, Nerolac paints, Shalimar paints etc, and got the information about customers and their addresses from the company records and management.

Sample size: Total sample size has been taken as 100.

I applied random sampling technique to analyze customer satisfaction in paints industry.

A pre-structure questionnaire has been prepared to obtain data and conducted interviews with customers of different paints as per their convenience. The simple statistical tools such as percentages, mean values and charts have been used to analyze the data.

Likerts 5 point scale has been used in the analysis to understand customer satisfaction in respect of paints of different companies. The scale includes range of responses from very good (5), good (4), average (3), bad (2), and very bad (1).

**Secondary data:**

Secondary data about business opportunity and customer base is obtained from various books, magagience and journals. Customer phone numbers and addresses have been taken from the records of various paint stores.

**Limitation of the study**

* Time is the first most constraint for the study. a period of 45 days is not sufficient enough to study the customer satisfaction.
* I have employed sampling technique in my study. A study which adapts sampling technique may not give 100 percent fair result.
* I have employed questioner in my study. The fairness of the result study depends largely on the frankness of respondents and which cannot be taken for granted.
* This study is confined Hyderabad region only and cannot be applied all the places.
* Customer satisfaction is a psychological feeling and it may alter in the future period. So, we cannot confine to the results of the study for years to come

1. Introduction
2. Company Profile

In the summer of 1888, visitors to the Kolkata harbour noticed crates full of Sunlight soap bars, embossed with the words "Made in England by Lever Brothers". With it, began an era of marketing branded Fast Moving Consumer Goods (FMCG).

Soon after followed Lifebuoy in 1895 and other famous brands like Pears, Lux and Vim. Vanaspati was launched in 1918 and the famous Dalda brand came to the market in 1937.

In 1931, Unilever set up its first Indian subsidiary, Hindustan Vanaspati Manufacturing Company, followed by Lever Brothers India Limited (1933) and United Traders Limited (1935). These three companies merged to form HUL in November 1956; HUL offered 10% of its equity to the Indian public, being the first among the foreign subsidiaries to do so. Unilever now holds 52.10% equity in the company. The rest of the shareholding is distributed among about 360,675 individual shareholders and financial institutions

Hindustan Unilever Limited (HUL) is India's largest Fast Moving Consumer Goods Company with a heritage of over 75 years in India and touches the lives of two out of three Indians.

HUL works to create a better future every day and helps people feel good, look good and get more out of life with brands and services that are good for them and good for others.

With over 35 brands spanning 20 distinct categories such as soaps, detergents, shampoos, skin care, toothpastes, deodorants, cosmetics, tea, coffee, packaged foods, ice cream, and water purifiers, the Company is a part of the everyday life of millions of consumers across India. Its portfolio includes leading household brands such as Lux, Lifebuoy, Surf Excel, Rin, Wheel, Fair & Lovely, Pond’s, Vaseline, Lakmé, Dove, Clinic Plus, Sunsilk, Pepsodent, Closeup, Axe, Brooke Bond, Bru, Knorr, Kissan, Kwality Wall’s and Pureit.

The Company has over 16,000 employees and has an annual turnover of around Rs.19, 400 crores (financial year 2010 - 2011). HUL is a subsidiary of Unilever, one of the world’s leading suppliers of fast moving consumer goods with strong local roots in more than 100 countries across the globe with annual sales of about €44 billion in 2011. Unilever has about 52% shareholding in HUL.

Hindustan Unilever Limited is India's largest Fast Moving Consumer Goods (FMCG) Company. It is present in Home & Personal Care and Foods & Beverages categories. HUL and Group companies have about 15,000 employees, including 1200 managers.

The fundamental principle determining the organisation structure is to infuse speed and flexibility in decision-making and implementation, with empowered managers across the company’s nationwide operations.

Things inside  Logo and what they state.

Sun: our primary natural resource. All life begins with the sun ultimate symbol of vitality.

 DNA: The double helix, the genetic blueprint of life and a symbol of bio-science. It is a key to a healthy life. The sun is the biggest ingredient of life, and DNA the smallest.

 Bee: Represents creation, pollination, hard work and bio-diversity. Bees symbolise both environment challenges and opportunities.

 Hand: A symbol of sensitivity, care and need. It represents both skin and touch.

Flower: Represents fragrance, when seen with the hand, it represents moisturises or cream.

 Hair: A symbol of beauty and looking good. Placed next to the flower it evokes cleanliness and fragrance; placed near the hand it suggests softness.

 Palm Tree: A nurtured resource. It produces palm oil as well as many fruits coconuts and dates – and also symbolises paradise.

 Sauces or Spreads: represents mixing or sliming. They also suggest blending in flavours and adding tastes.

 Spoon: A symbol of nutrition, taste and cooking.

 Bowl: A bowl of delicious smelling food. It can also represent a ready meal, hot drink or soup.

 Spice and Flavours: Represents chilly or fresh ingredients.

 Fish: Represents Food, see or fresh water.

 Sparkle: Clean, healthy and sparkling with energy.

 Bird: A symbol of freedom. It suggests a relief from daily chores, and getting more out of life.

 Recycling: Part of our commitment to sustainability.

 Lips: Represents beauty, looking good and great taste.

 Ice cream: A well-deserved treat, pleasure and enjoyment.

 Tea: A plant or an extract of a plant, such as tea. Also a symbol of growing and farming.

 Particles: A reference to science bubbles and fizz.

 Frozen: The plant is a symbol of freshness, the snowflake represents freezing. So this is a transformational symbol.

 Wave: Symbolises cleanliness, freshness and vigour.

Liquid: A reference to clean water and purity.

 Container: Symbolises packaging a pot of cream associated with personal care.

 Clothes: Represents fresh laundry and looking good.

 Heart: A symbol of love, care and health.

Introduction to Product “Pure it”

 

“Pure It. Compact, Classic, Auto fill.” “Pure It Marvella.”

Pureit is the world’s most advanced in-home water purifier. Pureit, a breakthrough offering of Hindustan Unilever (HUL), provides complete protection from all water-borne diseases, unmatched convenience and affordability. Pureit made its test marketing debut in 2005. The brand was initially launched in Chennai. During the test marketing, the result was pretty encouraging and the brand was launched nationally in 2007.

Pureit’s unique Germkill Battery technology kills all harmful viruses and bacteria and removes parasites and pesticide impurities, giving you water that is "**as safe as boiled water**". It assures your family 100% protection from all water-borne diseases like jaundice, diarrhea, typhoid and cholera. What’s more, it doesn’t need gas, electricity or continuous tap water supply.

The domestic water purifier appliances market is estimated to be Rs 450 crore (HBL may 03/07) and is dominated by Aquaguard from Eureka Forbes. As discussed elsewhere in the blog, this category was not growing very fast because of the high cost of the product. The entry level water purifier was costing anywhere between (Rs 5000- Rs10,000).

**The output water from Pureit meets stringent criteria for microbiologically safe drinking water, from one of the toughest regulatory agencies in the USA, EPA (Environmental Protection Agency).**

This patented technological breakthrough has been developed by HUL. This state-of –the-art engineering developed by a team of over 100 Indian and international experts from HUL and Unilever Research Centres has made Pureit possible at the consumer price of just Rs. 1200.

Pureit runs with a unique ‘Germkill Battery Kit’™ that typically lasts for 1500 litres\* of water. The ‘Germkill Battery Kit’ is priced at Rs.365. This means consumers will get 4 litres of water that is ‘as safe as boiled water’ for just one rupee, which works out to an extremely affordable 24 paise per litre.

Pureit in-home purification system uses a 4 stage purification process to deliver “as safe as boiled water” without the use of electricity and pressurized tap water. Pureit purifies the input drinking water in four stages, namely;

1. **Micro-fiber MeshTM** - Removes visible dirt

2. **Compact Carbon TrapTM** - removes remaining dirt, harmful parasites & pesticide impurities

3. **Germkill ProcessorTM** – uses 'programmed chlorine release chlorine technology' and its stored germkill process targets and kills harmful virus and bacteria

4. **PolisherTM** – removes residual chlorine and all disinfectant by-products, giving clear odourless and great tasting water

5. **Battery Life Indicator -** Ensures total safety because when the germkill power exhausted, the indicator turns red, warning you to replace the battery.

6**. Advanced Auto-Switch off -** In case, the battery is not changed when it turns fully red, as an additional assurance of safety, the advanced Auto-Switch off automatically switch-off the flow of water.

1. Research Objective

To Find Out Whether Customers Are Satisfied With The Hindustan Unilever Limited Product Pure It.

1. Scope of Study

Customer satisfaction survey on “Pure It” is the project conducted for Hindustan Unilever Limited in Panjim city of Goa. Today Companies are facing toughest competition ever. The intense competition makes the companies to take the necessary steps to retain their existing customer as well as attract new once. In the environment of advancement of the technology the companies are trying hard to keep the pace with latest development.

This survey will help the Hindustan Unilever Limited, to know the customers satisfaction level and feedback of customers on their product & services. It will also help them to know about the competitors. This will also help them to know about wants and expectation of customers & will know if there are any problems faced by the customers in that region.

1. Customer satisfaction

Organizations are increasingly interested in retaining existing customers while targeting non-customers; measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace.

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. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products.

Satisfaction is basically a psychological state, care should be taken in the effort of quantitative measurement, although a large quantity of research in this area has recently been developed. Work done by Berry, Brodeur between 1990 and 1998 defined ten 'Quality Values' which influence satisfaction behavior, further expanded by Berry in 2002 and known as the ten domains of satisfaction. These ten domains of satisfaction include: Quality, Value, Timeliness, Efficiency, Ease of Access, Environment, Inter-departmental Teamwork, Front line Service Behaviors, Commitment to the Customer and Innovation. These factors are emphasized for continuous improvement and organizational change measurement and are most often utilized to develop the architecture for satisfaction measurement as an integrated model. Work done by Parasuraman, Zeithaml and Berry between 1985 and 1988 provides the basis for the measurement of customer satisfaction with a service by using the gap between the customer's expectation of performance and their perceived experience of performance. This provides the measurer with a satisfaction "gap" which is objective and quantitative in nature. Work done by Cronin and Taylor propose the "confirmation/disconfirmation" theory of combining the "gap" described by Parasuraman, Zeithaml and Berry as two different measures (perception and expectation of performance) into a single measurement of performance according to expectation. According to Garbrand, customer satisfaction equals perception of performance divided by expectation of performance.

The usual measures of customer satisfaction involve a survey with a set of statements using a Likert Technique or scale. The customer is asked to evaluate each statement and in term of their perception and expectation of the performance of the organization being measured.

In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

**“Customer satisfaction**, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four perspectives of a Balanced Scorecard.”

Customer Satisfaction in 7 Steps

**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. What follows are a selection of tips that will make your clients feel valued, wanted and loved.**

1. **Encourage Face-to-Face Dealings.**

This is the most daunting and downright scary part of interacting with a customer. If you're not used to this sort of thing it can be a pretty nerve-wracking experience. Rest assured, though, it does get easier over time.

1. **Respond to Messages Promptly & Keep Your Clients Informed**

We all know how annoying it is to wait days for a response to an email or phone call. It might not always be practical to deal with all customers' queries within the space of a few hours, but at least email or call them back and let them know you've received their message and you'll contact them about it as soon as possible. Even if you're not able to solve a problem right away, let the customer know you're working on it.

1. **Be Friendly and Approachable**

A fellow Site Pointer once told me that you can hear a smile through the phone. This is very true. It's very important to be friendly, courteous and to make your clients feel like you're their friend and you're there to help them out.

1. **Have a Clearly-Defined Customer Service Policy**

There's nothing more annoying for a client than being passed from person to person, or not knowing who to turn to. So make sure your customer service policy is present on your site -- and anywhere else it may be useful.

1. **Attention to Detail (also known as 'The Little Niceties')**

Even if it's as small as sending a Happy Holidays email to all your customers, it's something. It shows you care; it shows there are real people on the other end of that screen or telephone; and most importantly, it makes the customer feel welcomed, wanted and valued.

1. **Anticipate Your Client's Needs & Go Out Of Your Way to Help Them Out**

Sometimes this is easier said than done! However, achieving this supreme level of understanding with your clients will do wonders for your working relationship.

1. **Honor Your Promises**

It's possible this is the most important point. The simple message: when you promise something, deliver. The most common example here is project delivery dates.

1. Methodology

The purpose of methodology is to describe the process involved in research work. This includes the overall research design, data collection method, the field survey and the analysis of data.

1. Sample design

Survey. A sample of 500 customers.

1. Research Design

Detailed and structured questionnaire was designed. The questionnaire was designed to get information from customers about their satisfaction and overall opinion about Hindustan Unilever Limited Product “Pure It”. The methodology developed was Primary and Secondary research.

1. Data Collection.

* Primary data

Primary data are those which are collected as fresh and for the first time and thus happen to be original in character. It was collected through questionnaire and personal interviews.

* Secondary data

The secondary data are those which have already been collected by someone else and which have already been through the statistical process. The data were collected in the form of company profile and produce profile from the web sites. Some of the books were referred for theoretical concepts.

* Field of Survey:

The field work for the survey was conducted in Panjim Goa. The exercise involved was filling out the questionnaire by customers.

* Analysis

The important factors and data’s collected were sequentially analysed and graphed.

**CUSTOMER-ORIENTED MISSION AND CULTURE**

Not surprisingly, a primary concern of business research and literature is building companies that excel at gaining and keeping customers. Studies show that outstanding customer service organizations focus on a clear goal—satisfying the customer—and design everything else with that aim in mind. From the top-down, these organizations act to provide positive customer experiences. The focus on complete customer satisfaction permeates the organization. Fifteen years ago, in the beginning stages of the customer service revolution, Ron Zemke and Dick Sheaf canvassed 101 leading companies to see how they approached customer service. From this investigation, they distilled five general operating principles that research and experience continue to uphold:

1. Successful customer service companies listen to, understand, and respond— often in unique and creative ways—to the evolving needs and constantly shifting expectations of their customers.
2. These companies establish a clear vision of what superior service is, communicate that vision to employees at every level, and ensure that service quality is personally and positively important to everyone in the organization.
3. They establish concrete standards of service quality and regularly measure themselves against those standards. They guard against the common mindset that some margin of error is acceptable by establishing as their goal 100 percent performance.
4. They carefully hire people, train them extensively so they have the knowledge and skills to achieve the service standards, and then empower them to work on behalf of customers, whether inside or outside the organization.
5. They recognize and reward service accomplishments, sometimes individually, sometimes as a group effort, in particular celebrating the successes of employees who go one step beyond the expected actions for their customers.

This section examines these principles and provides examples of how high performing

organizations put them into practice.

1. **Customer-Focused Mission Statements**

The management and customer service literature hammer home the importance of a

guiding vision that is clearly communicated through an organizational mission statement and set of principles. An effective mission statement accomplishes three purposes:

1. **It focuses and guides employee actions.**

By providing a constant touchstone for employees, the mission statement has a powerful role in reinforcing customer service. According to marketing expert Barry Feig, a strong mission statement both inspires and challenges employees.13 It can also help employees feel that they are part of something important, another operating principle of high performing companies.

1. **It helps set and manage customer expectations.**

The American Airlines Customer Service Plan states: “We are in business to provide safe, dependable, and friendly air transportation to our customers, in the hopes that you will fly with us again and again.” The Customer Service Plan then goes on to provide service goals, guarantees, and promises for customers and employees. It is continually updated based on information from customer research, including focus groups, discussions and surveys.

1. **It contributes to instilling a culture of customer orientation.**

The Ritz- Carlton Hotel is frequently cited as a company that exemplifies superior customer service. When Horst Schulze took leadership of the company in 1983, he launched a comprehensive program of quality management that grew to permeate the organization. The Credo that defined the new direction begins with a clear statement: “The Ritz-Carlton Hotel genuine care and comfort of our guests is our highest mission.” The Credo was further translated into the Gold Standards for guests and employees, which include the Motto, the Employee Promise, the Three Steps of Service, and the Basics—twenty rules for and promises to all employees. After intensive customer service training, every employee receives a wallet-sized copy of the Credo and Standards.

1. **Customer-Oriented Culture**

Creating and instilling a “culture” of customer service in which employees are encouraged and expected to go to great lengths to satisfy customers is another hallmark of a successful organization. High performing organizations work to create an environment where employees focus on customer satisfaction in each encounter, every day. For many organizations, including public sector social services, this requires “a massive culture shift away from what is convenient for the organization to what is needed by the service users.”

Many public and private organizations fail by relying on a single customer satisfaction program or strategy, such as customer surveys, staff orientation sessions, or performance-based compensation. Instead, success requires “a multi-dimensional program, including management consulting, customer satisfaction measurements, employee feedback, motivation programs, training and ongoing reinforcement.” Customer service and responsiveness must be embedded in practices and operations throughout the organization.

1. **Total Customer Experience**

Business experts recommend focusing on the entire customer experience with each service contact. “It is the totality of the buying experience that will keep your customers coming back for more.” More than just the basics of customer service create a favorable experience for the customer; everything, conscious and unconscious, can affect it. Successful service companies attend to every detail to ensure that the customer’s physical, social, and psychological experience is pleasant.

**Personal Contact and Relationships**

Research shows that, in an increasingly impersonal world, customers want personalized service. It is essential to customer satisfaction. “Customers experience service one-on one, subjectively, impressionistically. An organization looks like the people who greet them, write up their order, deliver something to them … it sounds like the last person the customer talked to on the phone.”26 Honeywell and *Contracting Business* Magazine conducted consumer focus groups to determine customer expectations and perceptions of heating and air conditioning contractors. They learned that reliance on answering machines and interactive telephone-computer communications were viewed as definite negatives. Customers wanted not only a skilled technician, but also someone who was easy to talk to, looked professional, enjoyed talking to the customer, and respected the customer.

Proven techniques for putting customers at ease include simple courtesy, using each customer’s name, answering customers’ questions, and remembering their names, preferences, and personal things about them. One way staff members at an exemplary Marriott Hotel in California put customers at ease is by using the customer’s name several times at every interaction.28 At the Crown Paradise Resort in Cancun, Mexico, and other hotels, the concierge frequently calls guest rooms to see if customers need fresh towels, new drinks in the refrigerator, or other services. Wal-Mart places a greeter inside every store who welcomes customers and is available immediately to answer questions or provide customer directions. Other mass retailers have mimicked the practice. Wal-Mart also requires employee, whenever within ten feet of a customer,

to smile and greet the customer. One of Ritz-Carlton’s basic rules for employees is to “Escort guests rather than pointing out directions to another area of the Hotel.”

1. **Customer Service Standards and Accountability**

A fourth component of a customer-focused organization is a clear set of customer service performance standards that is systematically reinforced. Standards of customer service identify and communicate what constitutes satisfactory performance for all employees and customers. They provide uniform measures for all staff and promote consistently strong customer service. According to Mary Malone, a patient satisfaction consultant to the hospital industry, “Behavioral change requires standards, not suggestions.” Once those are in place, an organization can develop consistency by “clearly communicating what is expected and, based upon those expectations, reinforce positive behaviors and hold employees accountable for sub-standard service delivery.”35 Organizations take different approaches to identifying customer service standards and they vary in detail. Emanuel Medical Center uses “CARING” as an acronym for its six customer service standards, which are printed on the back of ID badges, flashed across computers as screen savers, printed on T-shirts, and posted prominently throughout the hospital:

* **C**ustomers first
* **A**ccept responsibility
* **R**each out and help
* **I**nitiate contact
* **N**urture others

* **G**ive attention to detail.

The vice president of Crothall Health Care developed customer service standards for the hospital housekeeping department by thinking about cleanliness from the patient’s perspective. “One of the standard points of everyday cleaning is the floor around the patient’s bed. However, when you think about it, patients spend most of their time looking up toward the ceiling and lights, or at the wall at the foot of the bed.” The housekeepers subsequently added light checks as part of their routine. At MidState Medical Center, managers worked with staff to identify concrete behaviors that serve as examples of the hospital’s standards of care. Those behaviors became standards of conduct for staff and are backed by staff orientation and training, systems of employee recognition and reward, and customer satisfaction feedback. Results from customer satisfaction surveys are presented at staff meetings and all employees are involved in identifying solutions for areas needing improvement. Staff is not only involved in defining behavioral standards, but also in an accountability loop that uses those standards to measure performance. Customer service standards provide a framework for performance management and accountability. Saint Luke’s Hospital uses a performance management system to ensure that every employee has action plans and goals that are aligned with the hospital’s core values and service standards. The system is also linked to employee compensation.

1. Data Analysis and Interpretation.
2. How do you rate “Pure It”?

Interpretation: - Most of the people say that it is a very good and excellent product, while only few of them say they are satisfied.

1. Are you satisfied with the colours available?

Interpretation: - 79.6% of people are satisfied with the colours available then that of only 20.4% of people are not satisfied.

1. Are you satisfied with the changing procedure of “Pure It Battery”?

Interpretation: - While 86 people are satisfied with the changing procedure, more than 400 people are neither satisfied nor dissatisfied than that of only 8 people are dissatisfied with the changing procedure of Pure it Battery.

1. How do you find “Pure It” prices as compared to other water purifiers?

Interpretation:- 250 people say that Pure it prices are excellent compared to other water purifiers, while that of 243 people say that its value for money product but that of 7 people are just satisfied.

1. Will you recommend “Pure It” To others?

Interpretation:- Over 51.60 % of people say that they will always recommend “Pure It” but that of 37.40% said that they would often recommend it, while that of only 10.80% said they would rarely recommend but of all, only .20% said that they would never recommend it.

1. How do you rate an approach to quality management to ensure complete customer satisfaction?

Interpretation: - 198 people say that it has an excellent quality, while majority of people said that it is a good quality product, but less that 100 people said that they are just satisfied with the quality.

1. Are stores conveniently located?

Interpretation: - 41.60% of people say that stores are conveniently located, while that of 58.40% people say that stores are not located.

1. What do you think about visual merchandise display in the store?

Interpretation:- less than 100 people say that visual display at stores are excellent but that of 187 people say that it’s a good display, while majority of the people say that they are just satisfied.

1. Overall, what would be the most important factor in choosing “Pure It”?

Interpretation: - 19% people say that they would choose pure it only because of price, but that of 19.60% say that the features in it attracts them to choose, while 19.40% people say that they are attracted due to the benefit that is provided by the company, but only 8.60% people say that they would chose only because of the brand, while majority of the people would like to choose Pure It because of all the factors.

1. How did you first learn about the product?

Interpretation:- 42.80% of people say that they came to know the product through TV or Radio, while 18.80% say that they knew from internet, but few people said that they came to know through word of mouth, while that of 25.40% of people said that they knew through newspaper or magazine, while the rest said they saw it in store.

1. From how many years are you using the product?

Interpretation:- Majority of the people fall in the 0-1 year category, while that of 188 people fall in the second category of 2-3 years, while not less than 100 people fall in the third category of 4- more years.

1. What is the Status of your Product?

Interpretation:-Majority of the people say that their product is out of warranty, while 42.60% say that they are still in warranty.

1. Findings

* HUL should continue to maintain the standard of the product and improvise their services on “Pure It”.
* HUL should look into the matter of battery replacement of “Pure IT”.
* HUL should have more dealers for its product “Pure It”.
* HUL has created goodwill among the customers which will help them to recommend there products to their friends and relatives.

1. Conclusion

It has been observed that most customers are satisfied with the product but are not happy with the after sales services due to lack of sutable store where they get the “Pure It Battery”, of which is the matter of concern for the Hindustan Unilever Limited(HUL). HUL needs to improve some part of product specifically the changing procedure system of the battery keeping in mind it as week point. High customer satisfaction level helps the company to retain its existing customer as well as generate new customer through word to mouth publicity.

Customer satisfaction index is a good tool to make improvements in the products and services of the company. And therefore should utilize carefully & kept as confidential as possible.

1. Recommendation

After conducting the survey and knowing the market, I realized that:

* The company should keep in mind the need of customer.
* The Company should know its customers satisfaction level throughout doing periodic surveys. Periodic surveys can treat customer satisfaction directly.
* The Company should not only concentrate on the customer satisfaction but also the company led to monitor their competitor’s performance in their areas of operations.
* The Company should make changes according to their competitors if applicable & according to the customer’s expectations.

1. Limitations

* The data was collected through questionnaire. The responds from the respondents may not be accurate.
* Sometimes respondents are not truly representative and they gave ambiguous reply.

1. Appendices
2. HUL (Hindustan Unilever Limited )
3. HLL (Hindustan Lever Limited)
4. Bibliography

Books referred

Marketing Management by Philip Kotler & Keller.

Websites Visited

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[www.pureit.co.in](file:///C:\Users\Ashish\AppData\Roaming\Microsoft\Word\www.pureit.co.in)

[www.wekipedia.com](file:///C:\Users\Ashish\AppData\Roaming\Microsoft\Word\www.wekipedia.com)

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1. Questionnaire

As I am conducting a survey on Hindustan Unilever Ltd brand. I would like you to spare a few minutes and share your views. Your honest opinions, comments and suggestions are extremely important to us.

Name:-\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Contact:-\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. How do you rate “Pure It”?

Excellent Good Satisfactory Poor

1. Are you satisfied with the colours available?

Yes No

If No, Please specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Are you satisfied with the changing procedure of “Pure It, Battery”?

Satisfied Neither Satisfied or Dissatisfied Dissatisfied

1. How do you find “Pure It” prices as compared to other water purifiers?

Excellent Good Satisfactory Poor

1. Will you recommend “Pure It” to others?

Always Often Rarely Never

1. How do you rate an approach to quality management to ensure complete customer satisfaction?

Excellent Good Satisfactory Poor

1. Are stores conveniently located?

Yes No

1. What do you think about visual merchandise display in the store?

Excellent Good Satisfactory Poor

1. Overall, What would be the most important factor in choosing “Pure It”?

Price Features Benefit Brand ALL

1. How did you first learn about the product?

TV or Radio Internet Word of mouth Newspaper or magazine

Saw it in the store

1. From how many years are you using the product?

0 – 1 Years 2 – 3 Years 4 – More years

1. What is the Status of your Product?

In Warranty Out of Warranty

1. Any suggestion with reference to the Product and services from your point of view to help us improve?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sign Date: / / 2011

Thank You for your prestigious time.