

Chapter- 9

Conclusion

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It is the concluded that customer satisfaction is important factor to improve the sales of the company and to retain old and reach new customers. Each and every organization should have a good strategic plan for the after-sale service policy to withstand in the market with huge competition. In the nutshell, it can be concluded that the brand name rules the heart of the customers.

Ford Figo is the most favourite car among other Ford vehicles. Unfortunately, some of customers did not like the services that the Ford dealers offered to their vehicle and shift their preference to other brands as the competitive has increased in the past couple of years in the four-wheeler segments in the Indian market. This indicates improvement need to be taken in the quality of services the dealer provides and there should be a proper strategic planning for that. The dealer should seriously take this into consideration for its long run survival and success. Strategies need to be formulated to have an edge over the competitors.

Ford is one of the top car brands in the world and customers attach expectations with it. However, not most of the customers are pleased with its delivery of the services. The company needs to keep in mind that the customer is the king, and his satisfaction should be the topmost priority of the company. But the revelations of the research don't present a very good picture. I hope the company draws benefits from this report and understands the value of perception of its esteemed customers and make the required improvements.