

Executive Summary

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TITLE OF THE PROJECT:

“A study on Customer Satisfaction and the After Sales Services offered by TI Ford”

ORGANIZATION:

TI Ford Motors Pvt. Ltd., Ford Dealership, Bharalumukh, Guwahati- 781009.

PROJECT DURATION:

One month (1st August 2021 to 31th August, 2021)

ORGANIZATIONAL GUIDE:

Mr. Mrinmoy Hazarika, Sales Manager, TI Ford Motors, Guwahati

INSTITUTIONAL GUIDE:

Mr. Suman Sarmah, Assistant Professor, GCC Centre of Management Studies (GCMS), Gauhati Commerce College, Guwahati

RESEARCH OBJECTIVES:

1. To know the level of customer satisfaction with the services provided by TI Ford.
2. To know about the perception with respect to the after sales services offered by TI Ford.
3. To know about the problems faced by the customers during after sales services offered by TI Ford.
4. To know the attributes of Ford vehicles with respect to the 4 P's of marketing.

LIMITATIONS OF THE STUDY:

1. The time duration of the study was not adequate enough to make a comprehensive study.
2. The study was done in Guwahati. Therefore, it does not express the opinion of the entire country.
3. Some of respondents were hesitant to give reply to the questions asked in the questionnaire.
4. Suggestions provided at the end of the report are based on the information collected, which may not be accurate due to the changing perceptions of the customers.

RESEARCH METHODOLOGY:

Research Layout:

The sequence in which the research study was carried out is as follows:

- Studying Ford Motors policy on customer services and support.
- Defining of objectives.
- Identifying the Compliances of TI Ford customer service (both pre and after sales services).

- Started collecting the information by using survey method.
- Analysis and Interpretation of the data collected.
- Conclusions were drawn from the findings and recommendations suggested.
- Preparing of the report.

Research Design: The study has been conducted by using Descriptive Research design.

Sources of Data: The sources of data for this study are **Primary Data Sources**. The secondary data were collected from various sources like organisation's website, magazines, journals, internet, books, reports and other sources.

Target Population: Customers of ford cars in the Guwahati city and nearby areas.

Sample Size: For achieving the objectives of the study, a total sample size of 120 customers was taken.

Measurement Scale: The measurement scale used is ordinal scale, interval scale and ratio scale. In case, where the question is not at all applicable to the unit, it is considered under N/A.

Data Collection Tools: The primary data has been collected using survey method for the study.

Duration: The period of study ranges from 1st August 2021 to 31th August 2021, i.e., one month.

Data Representation Tools: Tables, Pie-charts, Graphs and Bar Diagrams were used to represent the data.

FINDINGS:

The following are the major findings of the study undertaken:

Findings of Objective 1: To know the level of customer satisfaction with the services provided by TI Ford.

1. From this study it was found that most of the consumers liked the service centre premises, waiting hall and the ambiances (Refer to Table 5.5, Chapter 5: Data Analysis).
2. From this study it was found that most of the consumers liked the staff behaviour whenever they visited the dealer (Refer to Table 5.6, Chapter 5: Data Analysis)
3. From this study it was found that most of the consumers was offered test drive during the purchase of the car (Refer to Table 5.8, Chapter 5: Data Analysis).
4. From this study it was found that most of the consumers are satisfied with the demo and technical team explanation during purchase/servicing of the car (Refer to Table 5.9, Chapter 5: Data Analysis).
5. From this study it was found that most is satisfied with the overall services offered by TI Ford Motors (Refer to Table 5.19, Chapter 5: Data Analysis).

Findings of Objective 2: To know about the perception with respect to the after sales services offered by TI Ford.

1. From this study it was found that most the customers do their servicing in the authorised centre of TI Ford Motors (Refer to Table 5.10, Chapter 5: Data Analysis).
2. From this study it was found that among the customer who have done all the servicing in the authorised centre has liked the services they provide and meet their satisfaction level (Refer to Table 5.11, Chapter 5: Data Analysis).
3. From this study it was found that most of the customer rated that the service delivery and spare parts were available on time and did not face any problems in parts and service delivery (Refer to Table 5.12, Chapter 5: Data Analysis).
4. From this study it was found that most the customers liked the after-sale servicing plans which includes both free and paid services (Refer to Table 5.14, Chapter 5: Data Analysis).

Findings of Objective 3: To know about the problems faced by the customers during after sales services offered by TI Ford.

1. From this study it was found that most of the time the services were delivered on time by the dealer (Refer to Table 5.15, Chapter 5: Data Analysis).
2. From this study it was found that majority of the customers did not faces any problems/issues but some of the customers have faced issues to some extent (Refer to Table- 5.16, Chapter 5: Data Analysis).
3. From this study it was found that most the issues that the customers were facing are timeliness, quality of the service, availability of the spare parts, communication and cost of the spare parts (Refer to Table- 5.17, Chapter 5: Data Analysis).

Findings of Objective 4: To know the attributes of Ford vehicles with respect to the 4 P's of marketing.

1. From this study it was found that most of the customers like the build quality, features of the cars, size of the vehicles, design and mainly the comfortability among the parameters of the product attributes of the car (Refer to Table- 5.24, Chapter 5: Data Analysis).
2. From this study it was found that most of the customers like discount facilities, EMIs facilities among the parameters of the price attributes (Refer to Table- 5.25, Chapter 5: Data Analysis).
3. From this study it was found that most of the customers like the accessibility of the showroom, location of the showroom and the coverage of the showroom among the parameters of the place attributes of the Ford showroom (Refer to Table- 5.26, Chapter 5: Data Analysis).
4. From this study it was found that most of the customers like the advertising, digital marketing and the sales promotional activities offered by TI Ford Motors among the parameters of the promotion attributes (Refer to Table- 5.27, Chapter 5: Data Analysis).

RECOMMENDATIONS:

The following are the suggestions and recommendations after the study undertaken:

1. TI Ford must address the timeliness, communication and parts availability issue during servicing the vehicles.
2. The offering of test-drive to the buyers needs to be increased.
3. Emphasis on quality authorised servicing should be given.
4. There should be strategies framed on customer relationship.
5. The dealers should look after the staff behaviour and hygiene of the compound.
6. The after-sales services need to be improved.
7. The promotional parameters like advertising, sales promotion and publicity need a slight improvement in the implementation.