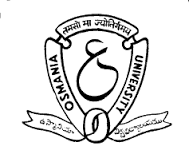
**A STUDY ON CUSTOMER SATISFACTION ON GRIEVANCE REDRESSAL AT HYUNDAI SERVICE UNIT**

PROJECT REPORT SUBMITTED IN PARTIAL FULFILMENT FOR THE REQUIREMENT OF THE DEGREE OF MASTERS OF COMMERCE

FROM

OSMANIA UNIVERSITY



HYDERABAD

BY

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West Marredpally, Secunderabad

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This Project Report entitled “A Study on Customer Satisfaction on grievance redressal at Hyundai Service Unit” has been prepared by me and I had under taken project under the supervision of Mrs. Geetha, Lecturer in Department of M.Com, Kasturba Gandhi Degree & PG College for Women, Marredpally.

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Place: Hyderabad M. Sri Chandra

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**DECLARATION**

I hereby declare that this project report titled **“A STUDY ON CUSTOMER SATISFACTION ON GRIEVANCE REDRESSAL AT HYUNDAI SERVICE UNIT”,** submitted by me to the Department of Commerce, Osmania University, Hyderabad is a bonafide work undertaken by me & it is not submitted to any other university or institution for the award of any degree/diploma/certificate or published anytime before.

M. SRI CHANDRA

(1111-18-408-003)

**CERTIFICATE BY THE GUIDE**

This is to certify that the project work **“A STUDY ON CUSTOMER SATISFACTION ON GRIEVANCE REDRESSAL AT HYUNDAI SERVICE UNIT”,** is a bonafide work done by Ms. M. SRI CHANDRA, Hall ticket no.1111-18-408-003 of “**KASTURBA GANDHI DEGREE AND PG COLLEGE FOR WOMEN”** under my guidance and supervision.

Date: Name: Mrs. G. GEETHA

Place:

LECTURER IN COMMERCE DEPT.

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**CHAPTER-1**

**INTRODUCTION**

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* **INTRODUCTION:**

Satisfaction is a crucial concern for both customers and organizations. The importance of customer satisfaction in strategy development for customers and market orientation cannot be undermined. Service quality is an important part for any service provider in any type of industry where customer plays an imperative role. Customers differ as individuals in their needs, expectations and behavior. In the present scenario of competitive and rapidly changing market, excellence in customer service is the most important tool for sustained business growth in the vehicle service industry. New services are continually being launched to satisfy customers existing and potential need. Service organizations are mostly wide in size.

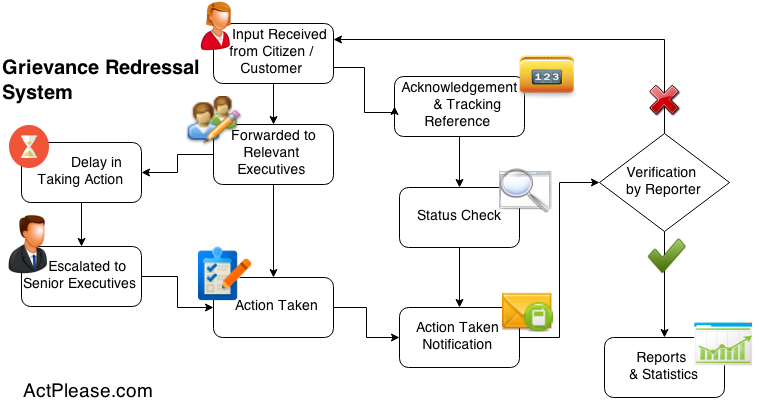
Most of the customers using either four or two wheeler vehicles expect better service and better quality of their vehicle in different terms such as mileage, comfort, performance etc. the increment and decrement of customers is depending on customer satisfaction. There is a need to be conscious about customer satisfaction because of lot of competition in the market is at stake. When their needs are not satisfied or they are dissatisfied with the products or services provided by the business “grievance” arises. Customer grievances are a part of business life of any corporate entity.

Vehicle service units have grievance redressal processes. A grievance is a formal [complaint](https://en.wikipedia.org/wiki/Complaint) that is raised by an employee/customer towards an employee/employer within the workplace. There are many reasons as to why a grievance can be raised, and also many ways to go about dealing with such a scenario. Reasons for filing a grievance in the workplace can be as a result of, but not limited to, a breach of the terms and conditions of an [employment contract](https://en.wikipedia.org/wiki/Employment_contract), raises and promotions, or lack thereof, as well as [harassment](https://en.wikipedia.org/wiki/Harassment) and [employment discrimination](https://en.wikipedia.org/wiki/Employment_discrimination). Grievance Redressal mechanism is mandated in Government agencies and departments that are directly involved with serving citizens and organizations whereas Private business and Non-Profit organizations engaged in service delivery often tend to setup their own mechanisms such as feedback forms and contact us pages. Such means are used to get direct feedback enable businesses to take corrective action in time. The grievances are the main cause of reduction in customers when not attended properly. Most of the grievance redressal procedures in Vehicle service centers’ is quite simple but very dedicated enough in every step so that they don’t lose any customer due to minute.

Most of the vehicle service units handle grievances by the following:

* **Input acceptance:** Accepting grievances through online feedback on websites, mails, or in-person.

**1**

* **Acknowledgement & Status tracking:** Formal acknowledgement will be given to the customers on registering their grievance/complaint by sending personal messages to their registered mobile numbers. Also provide status tracking about the vehicle being serviced.
* **Paper-based feedback forms:** This is the oldest and most popularly used method of registering the customers’ opinion or grievances. It is mostly used in customer service businesses.
* **Organization-oriented portals:** Generally, some organizations subscribe or own grievance redressal portals where in the customers can post their complaints and the organization would address the customers through their procedure.

Customer Satisfaction on pursuit of grievance resolvement by the service unit is as important as of the satisfaction before the arrival of grievance. The level of satisfaction of customers on grievance resolvement has some of the following aspects such as satisfaction level on handling the grievance on registering:

* Timely action taken on grievance
* Duration taken for the grievance resolvement
* Services provided on grievance resolvement
* Hospitality of the commuters and staff working in the unit
* Entire experience of grievance resolvement

Grievances when resolved leave different opinions on the service provided. The service unit will take the grievances seriously so that the customers can be retained with the unit. Customers require timely action on grievance and when not given they will be dissatisfied and complaints keep on arising and the reliability on the service unit might reduce gradually due to this cause. Hence, being quick witted plays a key role in this industry else the most of the services are available for the customers at other than company service units and competition is increasing in the industry.

**2**

* **COMPANY PROFILE:**

[Daewoo](https://en.wikipedia.org/wiki/Daewoo_Motors) had entered the Indian automobile Hyundai Motor India Ltd is a wholly owned subsidiary of the [Hyundai Motor Company](https://en.wikipedia.org/wiki/Hyundai_Motor_Company) headquartered in South Korea. It is the second largest automobile manufacturer with 16.2% market share as of February 2019 and US$5.5 billion turn-over in India. [Hyundai Santro Xing](https://en.wikipedia.org/wiki/Hyundai_Santro_Xing) (first generation) was manufactured only by Hyundai Motor India Limited. Hyundai Motor India Limited was formed on 6 May 1996 by the [Hyundai Motor Company](https://en.wikipedia.org/wiki/Hyundai_Motor_Company) of [South Korea](https://en.wikipedia.org/wiki/South_Korea). When Hyundai Motor Company entered the [Indian Automobile Market](https://en.wikipedia.org/wiki/Automobile_Industry_in_India) in 1996 the Hyundai brand was almost unknown throughout India.

During the entry of Hyundai in 1996, there were only five major automobile manufacturers in India, i.e. [Maruti](https://en.wikipedia.org/wiki/Maruti_Udyog_Limited), [Hindustan](https://en.wikipedia.org/wiki/Hindustan_Motors), [Premier](https://en.wikipedia.org/wiki/Premier_Automobiles_Limited), [Tata](https://en.wikipedia.org/wiki/TATA_Motors) and [Mahindra](https://en.wikipedia.org/wiki/Mahindra_%26_Mahindra_Limited). Daewoo had entered the Indian automobile  market with [Cielo](https://en.wikipedia.org/wiki/Daewoo_Cielo#1994.E2.80.931997:_Daewoo_Cielo) just three years back while [Ford](https://en.wikipedia.org/wiki/Ford_India_Private_Limited), [Opel](https://en.wikipedia.org/wiki/Opel_India_Private_Limited) and [Honda](https://en.wikipedia.org/wiki/Honda_Siel_Cars_India) had entered less than a year back. For more than a decade till Hyundai arrived, [Maruti Suzuki](https://en.wikipedia.org/wiki/Maruti_Suzuki) had a near [monopoly](https://en.wikipedia.org/wiki/Monopoly) over the passenger cars segment because [Tata Motors](https://en.wikipedia.org/wiki/Tata_Motors) and [Mahindra & Mahindra](https://en.wikipedia.org/wiki/Mahindra_%26_Mahindra) were solely utility and commercial vehicle manufacturers, while Hindustan and Premier both built outdated and uncompetitive products. The company is looking its future business growth in Mobility and has invested $14 million in Delhi based car rental platform Revv. With this strategic investment in Revv, Hyundai Motor will work to co-develop the company's new growth engine by developing innovative mobility services that combine technologies such as autonomous driving and artificial intelligence with the sharing economy to transform people's lives.

Hyundai Group is a multinational chaebol headquartered in Seoul, South Korea. It was founded by Chung Ju-yung in 1947 as a construction firm and Chung was directly in control of the company until his death in 2001. In India, Hyundai has a wide range of dealership networks. In Telangana, there are 39 dealership networks, of which 21 exist in Hyderabad which are Fusion Hyundai, KUN Hyundai, KUN United Hyundai, Lakshmi Hyundai, Saboo Hyundai and Talwar Hyundai. One of the dealership networks, Lakshmi Hyundai has a wide range of Hyundai cars in South India. The dealership is owned and managed by ‘Shri Kambhampati Rama Mohan Rao’; Lakshmi Hyundai stands tall with excellent reputation for customer delight and employee satisfaction with strong presence in automobile dealership business prior to establishment of Lakshmi Hyundai, Lakshmi group’s flagship venture. M/S Lakshmi Motors had made its mark in two-wheeler sales and service in Hyderabad. The late 90s’ marked an important era in the history of Lakshmi Group, when they went ahead to fulfill their vision of bringing Hyundai to India. Hyundai Motor India Limited was formed on 6th May, 1996 by the Hyundai Motor Company of South Korea. When Hyundai Motor Company entered the Indian Automobile Market in 1996, the “Hyundai” brand was almost unknown throughout India. HMIL (Hyundai Motor India Limited) has 475 dealers and more than 1300 service points across India. HMIL has the second largest sales and service network in India after Maruti Suzuki. The virtual expanding horizon started, experience in two wheelers given enough confidence to embark into the four wheeler segment. Since its inception, Lakshmi Hyundai has been instrumental in laying a sound retail sales track in the Andhra Pradesh to the Hyundai. Beside the entry of created an unmatched contribution to HMIL. The group operations lead to have their presence in other fast growing cities like Hyderabad and Sangareddy in Telangana. Impacting the kind of professional work culture they maintain, prioritized customer care and reaching certain targets and figure. HMIL (Hyundai Motors India Limited) awarded Lakshmi Hyundai with the prestigious “Elite Dealer” status. Its excellent relationships with bankers and financial institutions statewide have placed it at stronger vantage driven by employees over 1500 with customer friendly attitude. With an inspired workforce, the Lakshmi Group believes that understanding and anticipating customer needs is crucial to its continued success and strives to provide customers with world-class services.

**3**

* **Mission statements of the firm:**
* To undertake a continuous pursuit of expansion, development and customer satisfaction.
* To engage the best in-class technological advancements and to equip our service facilities.
* To up keep the professional conduct in achieving our goals and exemplify our commitment to the company’s philosophy.
* **Vision statements of the firm:**
* Transform Lakshmi Hyundai into the largest dealership network in India.
* World class experience.
* Excellence in all respects, to provide automobiles of international quality at affordable prices.
* Delighted customers and happy employees.

**4**

**LAKSHMI HYUNDAI AND GRIEVANCE REDRESSAL:**

Lakshmi Hyundai places customer as the priority and believes that customer satisfaction is the key to the success of the businesses in the service industry. When the customers are not satisfied or dissatisfied of the services provided by the service unit grievances arise. In Lakshmi Hyundai, grievances are handled by the ‘CUSTOMER RELATIONSHIP DEPARTMENT’. The Customer Relationship executives register the grievances/complaints through various ‘sources’ such as:

1. Contact us- Pages
2. E-mails
3. Personal calls
4. In-person
5. Feedback forms

The grievances are to be resolved within 3days of registry else the duration might be extended for one or two days and that wouldn’t be allowed to exceed the given period of time. On receiving the customers grievance based on the kind of complaint/grievance the customer relationship executives take necessary action for the grievance resolvement. Based on average complaints/grievances handled by the service unit mostly the grievances are

* Service unavailability
* Non-delivery against commitment
* Excessive delays
* Injustice concerns
* Staff misbehavior
* Malfunctions of servicing
* Product support issues
* Poor quality services etc.

On receiving the grievance, the customer care executives register the grievance and send an acknowledgement to the customers that their grievance has been registered. If the grievance is related to vehicle’s previous servicing (or) issues with previous service or vehicle the customer will be provided with Vehicle pickup and delivery service free of cost which can be availed by the customer anywhere with a phone call to the customer care number available with a click on the web. If the grievance or dissatisfaction or complaint is expressed through feedback forms, the service unit considers the grievance and implements it in the unit. Grievances would be related to various issues are treated differently from one another. For example, the grievance related to excessive delays in pick-up and delivery service, the commuters will be warned and keep the customers aware of the whereabouts of the vehicle being picked up or delivered from time to time; related to service unavailability, in most of the cases the customers would be intimated if they contact the service unit before arrival because the appointment for servicing must be taken one day before, in case the customers have breakdown on their way, they can contact the service unit for pick-up facility but in case of unavailable services mostly happens due to miscommunication between the customer and service unit. If the grievance is related to poor quality of services, the unit will resolve the issue by updating the issue to the service executive and reconcile the issue with complainant regarding grievance registered and provide necessary additional services to the vehicle if required. When the grievance is related to misbehavior towards the customers by the staff, the executives will take strict action on the staff and they will be held responsible if found guilty in order to retain the customer. Issues relating to receival of the vehicle (or) attending the vehicle at the service centre are dealt with more care by being quick and agile in clearing the vehicles at service unit because the time at which the grievances would arise is not predictable hence; utmost care is taken to clear the vehicles from time to time. Customer Retention plays an important role in this industry. Grievance resolvement helps in customer retention. When customer’s grievance is accepted in time, acknowledged properly by the firm, quick and timely actions being taken and the grievance is resolved in the given period of time, it is quite obvious that the reliability on firm/service unit will increase. Hence, Lakshmi Hyundai has always given preference to clearance of grievances of the customers has been their top priority all the time.

**5**

**6**

**1.4 Review of Literature:**

1. Sayli Wable in her study on awareness and satisfaction level of Grievance handling mechanism states that “handling grievances effectively is important for every organization whether unionized or not. The grievance handling procedure helps the firm to handle employee grievances effectively.”
2. Tax, S.S. Brown, S.W. & Murali Chandrashekharan in their work on Customer evaluations of Service Complaint Experiences: Implications for Relationship Marketing. The authors developed and tested competing hypotheses regarding the interplay between satisfaction with complaint handling and prior experience in shaping customer trust and commitment.
3. The Journal of Services Marketing by Blodgett, J.G.Wakefield, K.L and Barnes, J.H(1995) Volume 9 Issue 4 states that “a dissatisfied customer seeks redress that person expects to receive a fair settlement but, more importantly to be treated with courtesy and respect.”
4. Homburg, C. & Furst, A. (2005) in their journal of marketing state that “the beneficial effects of the mechanistic approach are stronger in business- to- consumer settings than in business-to-business ones and for service firms than for manufacturing firms”.
5. Claes Fornell and Birger Wernerfelt in their journal of marketing research on ‘Defensive marketing strategy by customer complaint management’ states that ‘though many firms strive to reduce the number of customer complaints about their products, this objective is found to be questionable. Instead, analysis suggests complaints from dissatisfied customers should be maximized subject to certain cost restrictions’.
6. Mary A Hocutt, Goutam Chakraborty and John C.Mowen in their work, ‘The Impact of Perceived justice on Customer Satisfaction and Intention to Complain in a Service Recovery’ stated that when the customer causes the service failure, satisfaction (complaint) levels are higher (lower) after service recovery efforts than in situations where no service failure occurs and thus a prompt, courteous service recovery effort can have a significant impact on how a customer feels toward a service provider even after a service failure.

**7**

**1.5 Objective of the study:**

* To know the grievance redressal procedure in Hyundai Service units.
* To study the customer satisfaction on grievance redressal at Hyundai Service Unit.

**1.6 Scope of the study:**

The study is confined to Malakpet Hyundai service unit and the sample size is restricted to 40 respondents only.

**1.7 Need for the study:**

The study helps to identify the level of satisfaction of complainants on resolvement, analyze the performance of the personnel in handling the grievance and analyzing the frequency of complaints being raised on service of the vehicle by measuring the reliability of the customers on the service unit.

**8**

**CHAPTER-2**

**RESEARCH**

**&**

**METHODOLOGY**

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* 1. **SOURCES OF DATA**:

The source of the data collected for the purpose of the study is of two kinds as follows:

1. **Primary Data:**

The Primary data of the study is the data collected through the online survey method. All the questionnaires collected through the online questionnaire from 40 respondents and the questionnaire was framed in such a manner to obtain correct and valuable information for the study.

1. **Secondary Data:**

The Secondary data is collected from the official Hyundai Service unit’s website and the CRM of Lakshmi Hyundai Service Unit, Malakpet branch.

**2.2 SAMPLE SIZE:**

The sample size is 40.

* 1. **STATISTICAL TOOL**:

Online Survey has been chosen as the research technique. The survey consists of information from the 40 respondents on the basis of a online questionnaire prepared and the result of the survey is computed in percentage and interpret the results thereon.

**9**

* 1. **Limitations of the study**
* The study is confined to Malakpet branch service unit of Lakshmi Hyundai’s Dealership network.
* The sample size is restricted to 40 respondents only.
* The duration of the study is only for 3months.

**9**

**10**

**CHAPTER-3**

**DATA**

**ANALYSIS**

**&**

**INTERPRETATION**

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**INTRODUCTION**

The study has been conducted on customer satisfaction on grievance redressal at Lakshmi Hyundai Service Unit.

I have prepared a questionnaire with 14 questions and taken 40 respondents who belong to the Malakpet Service Unit. A simple and well-structured questionnaire issued to the sample.

**11**

1. **Model of the Vehicle:**

|  |  |  |
| --- | --- | --- |
| Models | No. of Respondents | % of Respondents |
| Creta (Old) | 5 | 12.50% |
| New Creta | 0 | 0% |
| Santro | 6 | 15% |
| Grand i10 | 3 | 7.50% |
| Grand i10 NIOS | 4 | 10% |
| Elite i20 | 5 | 12.50% |
| KONA Electric | 0 | 0% |
| AURA | 0 | 0% |
| Xcent | 4 | 10% |
| Elantra | 5 | 12.50% |
| Venue | 0 | 0% |
| Tuscon | 1 | 2.50% |
| Verna | 2 | 5% |
| EON | 2 | 5% |
| Getz | 2 | 5% |
| Sonata | 1 | 2.50% |
| Getz Prime | 0 | 0% |
| Others | 0 | 0% |
| TOTAL | **40** | **100%** |

Source: Primary Source Table: 1.1

Source: Primary Source Figure: 1.1

**Interpretation:**

The above tabular representation shows the models of the vehicles, no. of respondents i.e. the customers who have registered their grievance and the percentage of the respondents. It is evident that the model Santro is the highest with 15% who have registered their grievance and Tuscon and Sonata are the least with 2.50% each.

**12**

1. **Variant of the Vehicle:**

|  |  |  |
| --- | --- | --- |
| `Variant of the vehicle | No. of respondents | % of respondents |
| 1.2 Magna Kappa | 2 | 5% |
| Asta | 1 | 2.50% |
| Asta (O) | 1 | 2.50% |
| CRDi SX AT | 2 | 5% |
| D Lite | 1 | 2.50% |
| Diesel | 2 | 5% |
| E | 1 | 2.50% |
| E-Diesel | 2 | 5% |
| ERA | 2 | 5% |
| EX Diesel | 1 | 2.50% |
| Elite i20 vtvt | 1 | 2.50% |
| Embera | 1 | 2.50% |
| Fluidic 1.6 | 1 | 2.50% |
| GLX | 1 | 2.50% |
| Nu 2.0 | 1 | 2.50% |
| S | 2 | 5% |
| SX | 2 | 5% |
| SX AT | 1 | 2.50% |
| SX (O) | 2 | 5% |
| Sportz | 2 | 5% |
| 1.2 U2 CRDi Magna | 1 | 2.50% |
| Xing XO | 3 | 7.50% |
| Xing | 5 | 12.50% |
| Magna | 1 | 2.50% |
| Prime | 1 | 2.50% |
| TOTAL | **40** | **100%** |

Source: Primary Source Table: 1.2

**13**

Source: Primary Source Figure: 1.2

**Interpretation:**

The above tabular representation shows the percentage of vehicle variants of the respondents from the study. It shows that unlike other variants like Xing-XO has the highest respondents amongst all the variants of the Santro model and also among the other model vehicles.

**14**

1. **A: Did you get your vehicle serviced before at Hyundai Service Unit?**

|  |  |  |
| --- | --- | --- |
| Options | No. of Respondents | No. of Respondents |
| Yes (previously serviced) | 35 | 87.50% |
| No (newly serviced) | 5 | 12.50% |
| TOTAL | **40** | **100%** |

Source: Primary Source Table: 1.3

Source: Primary Source Figure: 1.3

**Interpretation:**

The above tabular representation showcases the percentage of respondents that have been a previous customer to Hyundai Service Unit or not. As per the study, 87.50% have selected ‘YES’ are the ones who got their vehicle serviced before in the service unit and 12.50% have selected ‘NO’ are regarded as the new customers for the unit.

**15**

|  |  |  |
| --- | --- | --- |
| Options | No. of Respondents | No. of Respondents |
| Yes (previous complainant) | 27 | 77.10% |
| No | 8 | 22.90% |
| TOTAL | **35** | **100%** |

**B. If answered yes to the previous question, are you a previous complainant?**

Source: Primary Source Table: 1.3(a)

Source: Primary Source Figure: 1.3(a)

**Interpretation:**

The above tabular representation shows the percentage of previous and non-previous complainants. With reference to the Question No.3A- the respondents who have selected ‘YES’ for that question i.e. accepting to be the previous customer of the service unit have answered the above question ‘B’ i.e.,77.10% are the previous complainants and 22.90% of the total respondents are the new complainants.

**16**

1. **What was the source of your complaint?**

|  |  |  |
| --- | --- | --- |
| Options | No. of Respondents | % of Respondents |
| Hyundai Website | 18 | 45% |
| Personal Calls | 11 | 27.50% |
| E- Mails | 11 | 27.50% |
| TOTAL | **40** | **100%** |

Source: Primary Source Table: 1.4

Source: Primary Source Figure: 1.4

**Interpretation:**

The above table represents the no. of respondents who have registered their grievance from different sources such as Hyundai Website, Personal Calls and E-Mails. As per the table, the highest no. of complaints has been received from the Hyundai Website with 45% of total respondents and Personal calls and E-mails are of 27.50% each.

**17**

1. **What was the duration of the resolvement?**

|  |  |  |
| --- | --- | --- |
| Options | No. of Respondents | % of Respondents |
| 1 Day | 4 | 10% |
| 2-3 Days | 25 | 62.50% |
| Above 3 Days | 11 | 27.50% |
| TOTAL | **40** | **100%** |

Source: Primary Source Table: 1.5

Source: Primary Source Figure: 1.5

**Interpretation:**

The above table shows the percentage of respondents and the duration of resolvement of the complaint/grievance. 62% of total respondents’ complaints have been resolved between 2-3 days, 27.50% complaints have been taken more than 3 days to resolve and 10% complaints have been resolved in 1 day.

**18**

1. **On registering the grievance/complaint was the two-way vehicle pick and delivery service provided to you?**

|  |  |  |
| --- | --- | --- |
| Options | No. of Respondents | % of Respondents |
| Yes | 33 | 82.50% |
| No | 7 | 17.50% |
| TOTAL | **40** | **100%** |

Source: Primary Source Table: 1.6

Source: Primary Source Figure: 1.6

**Interpretation:**

The above table represents the percentage analysis of respondents to who availed the two-way vehicle pick and delivery service provided to them. As per the survey, 82% of total respondents have availed the service and 18% haven’t availed the service.

**Other constraints mentioned in the specific section on the questionnaire:**

Out of the 7 respondents 4 respondents who haven’t availed the two-way pickup and delivery service, have also faced the constraint of delay in addressing the vehicle at the service unit.

**19**

1. **How far do you believe the service unit is reliable in the ‘Pricing’ aspect?**

|  |  |  |
| --- | --- | --- |
| Pricing | No. of respondents | % of respondents |
| Highly Reliable | 7 | 17.50% |
| Moderately Reliable | 23 | 57.50% |
| Poorly Reliable | 10 | 25% |
| TOTAL | **40** | **100%** |

Source: Primary Source Table: 1.7

Source: Primary Source Figure: 1.7

**Interpretation:**

The above table showcases the percentage of respondents on the pricing reliability of the respondents. As per the survey, 57.50% of the respondents have opted the service unit as Moderately Reliable, 25% as Poorly Reliable and 17.50% as Highly Reliable.

**20**

1. **How far do you believe the service unit is reliable in the ‘Quality’ aspect?**

|  |  |  |
| --- | --- | --- |
| Quality | No. of respondents | No. of respondents |
| Highly Reliable | 7 | 17.50% |
| Moderately Reliable | 22 | 55% |
| Poorly Reliable | 11 | 27.50% |
| TOTAL | **40** | **100%** |

Source: Primary Source Table: 1.8

Source: Primary Source Figure: 1.8

**Interpretation:**

The above table shows the percentage analysis of the respondents on the quality reliability of the respondents on the service unit. As per the survey, 55% of the respondents have opted the unit to be Moderately Reliable in quality, 27.50% as Poorly Reliable and 17.50% as Highly Reliable.

**21**

1. **How far do you believe the service unit is reliable in the ‘Quickness of Service’ aspect?**

|  |  |  |
| --- | --- | --- |
| Quickness of service | No. of respondents | % of respondents |
| Highly Reliable | 8 | 20% |
| Moderately Reliable | 18 | 45% |
| Poorly Reliable | 14 | 35% |
| TOTAL | **40** | **100%** |

Source: Primary Source Table: 1.9

Source: Primary Source Figure: 1.9

**Interpretation:**

The above table shows the percentage of respondents on reliability in Quickness of Service in the service unit. As per the survey, 45% of the respondents have opted the unit to be Moderately Reliable, 35% as Poorly Reliable and 20% as Highly Reliable.

**22**

1. **How would you rate the staff’s hospitality in service unit?**

|  |  |  |
| --- | --- | --- |
| Rating Scale | No. of Respondents | % of Respondents |
| Highly Satisfied | 15 | 37.50% |
| Moderately Satisfied | 16 | 40% |
| Dissatisfied | 6 | 15% |
| Highly Dissatisfied | 3 | 7.50% |
| TOTAL | **40** | **100%** |

Source: Primary Source Table: 1.10

Source: Primary Source Figure: 1.10

**Interpretation:**

The above table showcases the percentage of respondents and their satisfaction level on the staff’s hospitality in the service unit. 40% have been moderately satisfied, 37.50% have been highly satisfied, 15% have been dissatisfied and most importantly 7.50% have been highly dissatisfied.

**23**

1. **How would you rate the clearance of Hyundai Insurance Claims with regard to your serviced vehicle on a scale of 1 to 5?**

|  |  |  |
| --- | --- | --- |
| Rating Scale | No. Of Respondents | % of Respondents |
| 1 | 2 | 5% |
| 2 | 3 | 7.50% |
| 3 | 10 | 25% |
| 4 | 11 | 27.50% |
| 5 | 14 | 35% |
| TOTAL | **40** | **100%** |

Source: Primary Source Table: 1.11

Source: Primary Source Figure: 1.11

**Interpretation:**

The above table showcases the percentage of respondents and the rating scale of the clearance of Hyundai Insurance Claims with regard to the serviced vehicle on a scale of 1 to 5. 35% have given ‘5’ on the rating scale and 5% have given 1 on the rating scale.

**24**

1. **How likely would you rate your satisfaction level on redressal of your grievance/complaint?**

|  |  |  |
| --- | --- | --- |
| Options | No. of Respondents | % of Respondents |
| Extremely Satisfied | 5 | 12.50% |
| Satisfied | 14 | 35% |
| Neutral | 10 | 25% |
| Dissatisfied | 11 | 27.50% |
| TOTAL | **40** | **100%** |

Source: Primary Source Table .no.1.12

Source: Primary Source Figure:1.12

**Interpretation:**

The above table represents the percentage of the respondents and their satisfaction level on the redressal of their grievance (or) complaint.35% are Satisfied with the resolvement, 27.50% are Dissatisfied, 25% have reported to be Neutral in their satisfation level and 12.50% are Extremely Satisfied.

**25**

1. **How likely would you prefer this service unit but in near future?**

|  |  |  |
| --- | --- | --- |
| Options | No. of Respondents | % of Respondents |
| Always | 10 | 25% |
| Often | 8 | 20% |
| Sometimes | 10 | 25% |
| Seldom | 10 | 25% |
| Never | 2 | 5% |
| TOTAL | **40** | **100%** |

Source: Primary Source Table: 1.13

Source: Primary Source Figure: 1.13

**Interpretation:**

The above table shows the percentage of respondents and their likeliness to prefer the same service unit.25% each have chosen to prefer the service unit Always, Sometimes and Seldom, 20% have chosen to prefer the service unit often and 5% have chosen to never prefer the service unit again.

**26**

1. **How would you rate the entire experience with Hyundai?**

|  |  |  |
| --- | --- | --- |
| Options | No. of Respondents | % of Respondents |
| Excellent | 11 | 27.50% |
| Good | 12 | 30% |
| Average | 14 | 35% |
| Poor | 3 | 7.50% |
| TOTAL | **40** | **100%** |

Source: Primary Source Table: 1.14

Source: Primary Source Figure: 1.14

**Interpretation:**

The above table showcases the percentage of respondents and their rating scale of their entire experience with Hyundai.35% have given Average, 30% have given Good, 27.50% have given Excellent and 7.50% have given Poor.

**27**

**CHAPTER-4**

**CONCLUSIONS**

**INDEX**

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**4.1 SUMMARY OF FINDINGS:**

**1.** As per the CRM (Customer Relationship Manager), the service unit makes 3 calls after the sale within 15days and monitors the condition of the vehicle. After 15 days, the customer needs to contact the service unit to avail the services for the wellness of the vehicle.

**2.** Santro is the model vehicle that has highest number of grievances with 6 respondents comprising 15% of the total respondents.

**3.** The models New Creta, KONA Electric, AURA and Venue are said to be the new models released in last few months and this could be the evident reason for ‘zero’ complaints on these models.

**4.** As per the survey, Xing variant of the model Santro has the highest number of grievances recorded be it consumer grievances or the vehicle related issues comprising 12.50% of all the variants, the model Santro and all other variants and models.

**5.** 87.50% of the total complainants or respondents are the previous Customers of the service unit and 12.50% of the respondents facing grievances are the new customers.

**6.** 77.10% of the previous customers of the service unit are the previous complainants and 22.90% of the previous customers of the service unit are the new complainants.

**7.** 45% of the respondents have chosen Hyundai Website as their source for expressing their grievance and 28% of the respondents has reported their grievances through E-mails to the service unit.

**8.** In the duration of 2-3 days, 62.50% of the respondents’ grievances have been resolved.

**9.** Based on percentage analysis, 82.50% of the respondents have availed the pick and delivery service and 17.50% of the respondents have not.

**10.** 45.50% of the respondents out of 36 responses of the 33 respondents, who availed the two-way pick and delivery service, have faced the constraint of ‘Delay in addressing the vehicle at the service unit’.

**11.** Even after avoiding or unavailing the pick and delivery service 4 out of 7 respondents who didn’t avail the service mentioned also faced the constraint of delay in addressing the vehicle at the service unit.

**28**

**12.** Delay in delivery of the vehicle even after being schedule is the main grievance as it has received highest responses of 32.50% of all the responses against the grievances mentioned.

**13.** 67 responses in total have been recorded from 40 respondents. As per the study, 7 respondents have expressed more than 2 grievances, 13 respondents have expressed more 1 grievance and 20 respondents have expressed 1 grievance.

**14.** As per the survey, 55 respondents have been recorded from 40 respondents regarding the issues faced during the resolvement of the grievances registered. It is evident that more than one issue has been faced by the respondents.

**15.** 57.5% of the respondents believe ‘Pricing’ at the unit is moderately reliable.55% of the respondents believe ‘Quality’ at the unit is moderately reliable and45% of the respondents believe that the service unit is ‘Moderately reliable’ in terms of ‘Quickness of Service’

**16.** 40% of the respondents are ‘Moderately Satisfied’ with the staff’s hospitality in service unit.

**17.** The clearance of ‘Hyundai Insurance Claims’ with regard to serviced vehicle have been given 5-rating by 35% of the respondents.

**18.** 27.50% of the total respondents have been ‘Dissatisfied’ with the redressal of their grievance at service unit.

**29**

**4.2. SUGGESTIONS:**

* The personnel must be polite and timely responses must be given to the complainants
* The status of the vehicle must be made known to the complainant in order to prevent grievances on that note.
* Repetitive nature of repairs is another grievance due to which nearly 10%-20% of the respondents have been dissatisfied and hence, certain care needs to be taken while handling such complaints and the customer must be advised with certain instructions if needed from technical point of view to reduce the repairs.
* Be it previous or new customer to the service unit the complaints were more on delay in addressing the vehicle at the service unit, hence the unit needs to agile in addressing the vehicles at the unit so that the customers might not face any other kind of issues.
* Unavailability of parts is the issue mostly being caused due to discontinued vehicles being serviced and the frequency of the vehicle parts required can be identified and parts can be made readily available or can be made acquired within stipulated time.
* Extreme delay in resolving the grievance has been a major problem for the service unit as most of the ‘Dissatisfied’ respondents had faced the issue of extreme delay in resolving the grievances.
* Quickness of service should be improved so that the respondents would be highly reliable on the service unit in that aspect.
* On availing the pick and delivery service, the commuters/drivers should be on time as agreed upon booking for the service. The commuters/drivers must be more polite and appropriate responses are to be given when required by the grievant.
* As the complaints arise after at least one service or rarely a manufacturing defect in the vehicle, the grievance resolvement must be widened and should be precise in order to reduce the repetitive or new complainants.

**30**

**4.3 CONCLUSION**:

The overall performance of the service unit is acceptable but the grievances are equally dissatisfying to the customers who are either previous or new to the service unit. When the personnel would be more appealing to the customers and help them out so that they would be more satisfied with the services provided and the hospitality at the unit. The clearance of complaints and servicing by the stipulated time will help the unit to revive the time being taken to address the vehicles at the unit and reduce the duration of the resolvement. The no. of respondents being satisfied has only 4%-5% difference with the respondents being dissatisfied. When the unit considers the customer grievance frequency and maintains a pace of resolving them evenly then the customers wouldn't complain about being delayed.

**31**

**4.4 BIBLIOGRAPHY:**

In this report, the company profile and procedures being followed in the service unit and other minute details have been used for analyzing the study of customer satisfaction on grievance resolvement; the following websites have been referred:

* [www.hyundai.com](http://www.hyundai.com)
* [www.consumercomplaints.com](http://www.consumercomplaints.com)
* [www.shodhganga.inflibnet.ac.in](http://www.shodhganga.inflibnet.ac.in)
* [www.en.m.wikipedia.org](http://www.en.m.wikipedia.org)

ANNEXURE

**QUESTIONNAIRE:**

1. Model of the vehicle:

Creta(old)

New Creta

Santro

Grand i10

Grand i10 NIOS

Elite i20

Kona Electric

AURA

Xcent

Elantra

Venue

Tucson

Others

1. Variant of the model:

Ans:

1. A. Did you get your vehicle serviced before at Hyundai Service Unit?

Yes

No

B. If yes, are you a previous complainant

Yes

No

1. What is/are the source of your complaint/grievance?

Hyundai Website

Personal Calls

E-mail

1. What was the duration of your complaint/grievance resolvement?

1 day

2-3 days

Above 3 days

1. A. On registering the grievance/complaint was the two-way vehicle pick and delivery service provided to you?

Yes

No

B. If yes to ‘A’, did you face any of the following constraints on registering complaint/grievance?

Delay in the pickup of the vehicle

Damage of the vehicle in transit

Unusual/rude behavior of the commuter/driver

Delay in addressing the vehicle at the service unit

Please specify if any other

1. Is your grievance related to any of the following criteria below?

Repetitive nature in repairs

Internal water washing

External water washing

High charges compared to other outlets

Wrong diagnosis

Negligence in repair causing damage to other parts

Poor/inappropriate responses from personnel

Unavailable parts when needed

Delay in delivery of the vehicle even after being scheduled

1. Did you face any of the following difficulties/issues mentioned below during the grievance/complaint resolvement?

Inappropriate staff responses regarding the issue

Discontinuity in personal operations

Extreme delay in the resolvement

Lack of communication of the status of vehicle

1. How far do you believe the service unit is reliable in the following aspects?

Highly Reliable Moderately Reliable Poorly Reliable

1. Pricing
2. Quality
3. Quickness of service
4. How would you rate the staff’s hospitality in service unit?

Highly Satisfied

Moderately Satisfied

Dissatisfied

Highly Dissatisfied

1. How would you rate the clearance of Hyundai Insurance claims with regard to your serviced vehicle on a scale of 1 to 5?

1 2 3 4 5

1. How likely would you rate your satisfaction level on redressal of your grievance/complaint?

Extremely satisfied

Satisfied

Neutral

Dissatisfied

1. How likely would you prefer this service unit in near future?

Always

Often

Sometimes

Seldom

Never

1. How would you rate the entire experience with Hyundai?

Excellent

Good

Average

Poor