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ROLE OF LOGISTICS IN BUILDING CUSTOMER SATISFACTION

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ABSTRACT

Logistics do play a vital role in today's international business. Logistics is the flow of resources between the point of origin and the point of consumption in order to meet the requirements of customers or corporations. Logistics is commonly seen as branch of engineering that creates "people systems" rather than "machine systems". The importance of an industry will not be felt without its customers. Customers are said to be the brand ambassadors of any company, their presence and word of mouth do play a vital role in any business and logistics industry is not an exceptional to it. This paper provides an insight into the impact of customer satisfaction on financial performance of the company.

KEYWORDS

customer satisfaction, logistics, financial performance.

INTRODUCTION AND LOGISTICS

Logistics industry is an upcoming industry which has lot of resources to be tapped within it. Huge demand in this industry has led to intense growth in India. This industry has its origin right from 19th century. The term logistics has been taken from the French word *logistique* means lodge. Along with logistics another function which is inseparable is supply chain. This industry has categorized its activities into two types as inbound and outbound logistics. At present this industry is \$14 billion US dollars which leads to growth rate of 9-10% every year. Logistics comprises of not only movement of goods from place to another. It comprises of lot of functions within itself like freight, passenger transportation, warehousing etc. Freight means and shipment of goods from one place to another via a single or multiple carriers via air, marine, rail or highway. Among them freight transportation do play a vital role which contributes 90% of the revenue to the industry. The road freight constitutes 60% of the total freight traffic in India.

CUSTOMER SATISFACTION AND RELATIONSHIP MANAGEMENT

Customers do play a vital role for any business. If business is successful it means customers are satisfied with the services rendered by the companies. The companies have fulfilled their obligations placed by their customers. Companies do always follow 20-80 thumb rule i.e. 20% of the customers brings balance 80% new customers to the company and help in increasing the revenue of the company. Satisfied customers need to be retained and sustain and the company generally thinks to have a long term relationship with those customers which is termed as customer relationship management.

REVIEW OF LITERATURE

Kearney, A T (1994), the author focuses on companies to set up their logistics processes to meet the needs of the average customer. Using logistics excellence to achieve total supply quality brings a customer satisfaction mission to life. The approach has 3 main components: 1. Forge strong links with customers, suppliers, and service suppliers by aligning strategies, agreeing on requirements, and synchronizing product and information flows. 2. Integrate planning and procedures internally across functional areas and locations to satisfy customers as efficiently as possible. 3. Ensure effective management to drive and implement a continuous quality improvement process. **The Council of Logistics Management (1998)** states that logistics is a part of supply chain management that plans, implements controls effective flow and storage of goods and services and hence fulfills what is required for customers. **Bolton, Ruth N (1998)**, The author analyses that many service organizations have embraced relationship marketing with its focus on maximizing customer lifetime value. Recently, there has been considerable controversy about whether there is a link between customer satisfaction and retention. **Wang Yonggui, Iohing Po, Renyong Chi, Yang Yongheng (2004)**, the author highlights on modern customer-centred era, customer value is a strategic weapon in attracting and retaining customers. Delivering superior customer value has become a matter of ongoing concern in building and sustaining competitive advantage by driving customer-relationship-management (CRM) performance.

NEED AND IMPORTANCE OF THE STUDY

The logistic companies would like to know about the services provided. Hence the study above study was conducted.

STATEMENT OF THE PROBLEM

For any successful business, customers are the asset. They are the ultimate decision makers. To be successful, concern must satisfy the customers. They can be satisfied only when their perceptions are better understood by the concern. The company services, market position and above all their revenues are determined by the customers.

- This study helps to avoid the loss of customers.
- The study helps to know the current level of customer satisfaction.
- It helps to solve the problems faced by existing and new customers.
- The study helps to maintain a good customer- service provider relationship.

Customer satisfaction does play a vital role. Customers are the kings of the business. They do bring revenue and new customers to the business. Hence it becomes important to know their satisfaction level.

OBJECTIVES OF THE STUDY

1. To analyze the customer satisfaction on the services provided.
2. To analyze the normality of the sample distribution using Shapiro-Walk statistic.

RESEARCH METHODOLOGY

In order to know the satisfaction level of the current customers' data was collected from 35 existing customers in a logistics company.

RESULTS AND DISCUSSIONS

TABLE 1: SHOWING COMMUNICATION TECHNIQUES WITH CUSTOMERS

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | strongly agree | 15 | 42.9 | 42.9 | 42.9 |
| | agree | 19 | 54.3 | 54.3 | 97.1 |
| | neutral | 1 | 2.9 | 2.9 | 100.0 |
| | Total | 35 | 100.0 | 100.0 | |

Inference: Based on the first objective the customers 54.3 per cent of the customers agree that the company uses various communication techniques to reach their business customers.

TABLE 2: SHOWING CUSTOMER SERVICE AND ENQUIRIES

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | strongly agree | 2 | 5.7 | 5.7 | 5.7 |
| | agree | 31 | 88.6 | 88.6 | 94.3 |
| | neutral | 2 | 5.7 | 5.7 | 100.0 |
| | Total | 35 | 100.0 | 100.0 | |

Inference: From the above table it is inferred that 88.6 percent of the customers agree that customers' service and enquiries of customers are attended by the company.

TABLE 3: SHOWING CUSTOMER REQUIREMENTS AND EXPECTATIONS

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | strongly agree | 1 | 2.9 | 2.9 | 2.9 |
| | agree | 26 | 74.3 | 74.3 | 77.1 |
| | neutral | 8 | 22.9 | 22.9 | 100.0 |
| | Total | 35 | 100.0 | 100.0 | |

Inference: from the above table it is concluded that 74.3 percent of the customers agree that the company are able meet the customer requirements and expectations.

TABLE 4: SHOWING INFORMATION FROM CUSTOMER CARE

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | strongly agree | 4 | 11.4 | 11.4 | 11.4 |
| | agree | 30 | 85.7 | 85.7 | 97.1 |
| | neutral | 1 | 2.9 | 2.9 | 100.0 |
| | Total | 35 | 100.0 | 100.0 | |

Inference: It is known from the above table that 85.7 percent of the customers agree that the company looks into the information provided by the customer care of the company.

TABLE 5: SHOWING HANDLING OF COMPLAINTS

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | strongly agree | 5 | 14.3 | 14.3 | 14.3 |
| | agree | 29 | 82.9 | 82.9 | 97.1 |
| | neutral | 1 | 2.9 | 2.9 | 100.0 |
| | Total | 35 | 100.0 | 100.0 | |

Inference: it is concluded from the above table 82.9 per cent of the customers agree that company shows interests in handling customer complaints. According to the **second objective** to test the normality of the distribution Shapiro-Wilk statistic was used. This test was used to know the significance of effective Customer relationship management.

TABLE 6: CASE PROCESSING SUMMARY FOR EFFECTIVE CUSTOMER RELATIONSHIP MANAGEMENT

| | Cases | | | | | |
|--|-------|---------|---------|---------|-------|---------|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| managing customer relationship effectively | 35 | 100.0% | 0 | 0.0% | 35 | 100.0% |

TABLE 7: DESCRIPTIVE FOR EFFECTIVE CUSTOMER RELATIONSHIP MANAGEMENT

| | | Statistic | Std. Error |
|--|----------------------------------|-------------|------------|
| managing customer relationship effectively | Mean | 2.1143 | .05456 |
| | 95% Confidence Interval for Mean | Lower Bound | 2.0034 |
| | | Upper Bound | 2.2252 |
| | 5% Trimmed Mean | 2.0714 | |
| | Median | 2.0000 | |
| | Variance | .104 | |
| | Std. Deviation | .32280 | |
| | Minimum | 2.00 | |
| | Maximum | 3.00 | |
| | Range | 1.00 | |
| | Interquartile Range | .00 | |
| | Skewness | 2.535 | .398 |
| | Kurtosis | 4.689 | .778 |

TABLE 8: TESTS OF NORMALITY FOR EFFECTIVE CUSTOMER RELATIONSHIP MANAGEMENT

| | Kolmogorov-Smirnov ^a | | | Shapiro-Wilk | | |
|--|---------------------------------|----|------|--------------|----|------|
| | Statistic | df | Sig. | Statistic | df | Sig. |
| managing customer relationship effectively | .524 | 35 | .000 | .372 | 35 | .000 |

a. Lilliefors Significance Correction

Ho: The sampling distribution is normal
 H₁: The sampling distribution is not normal

If the significance level is less than 0.05, null hypothesis is rejected and sampling distribution is not normal. The sample is 35 we should interpret the normality of distribution using Shapiro Wilk test. As the significance level of Shapiro-Wilk test is less than 0.05, we interpret that the distribution of managing the customer relationship effectively is not normal.

CONCLUSION

The world of business is dominated by customers as they are king. It becomes very important for the organizations to retain their existing customers. Hence various dimensions of customer satisfaction in the form of queries, complaint handling, information handling need to be checked in. Customer Satisfaction helps the organizations to improve their financial performance. Hence retaining existing customers from this point of angle becomes very essential.

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