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## **Study on Customer Experience in Authorized Service Center of Apple Store Across Coimbatore**

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### **INTRODUCTION:**

Apple Inc., formerly Apple Computer, Inc., American manufacturer of personal computers, smart phones, tablet computers, computer peripherals, and computer software. It was the first successful personal computer company and the popular of the graphical user interface. Headquarters located in Cupertino, California. Secret Service, the White House advance team and others. And anyone who's gone into an Apple store knows full well that Apple's customer service and stores represent. A powerful ecosystem of content, apps, and services as part of the company's success equation. Firm in Silicon Valley The secret of Apple's success: simplicity Apple's success – driven by the vision. This is an edited extract from *Insanely Simple*:

This is an edited extract from *Insanely Simple: The Obsession That Drives Apple's Success* Apple Inc. Had its genesis in the lifelong dream to build his own computer—a dream that was made suddenly feasible with the arrival in 1975 of the first commercially successful the Altair 8800, which came as a kit and used the recently invented microprocessor chip. Encouraged by his friends at the Homebrew Computer Club, a San Francisco Bay area group centred around the Altair, Wozniak quickly came up with a plan for his own microcomputer. In 1976, when the Hewlett-Packard Company, where Wozniak was an engineering intern, expressed no interest in his design, Wozniak, then 26 years old.

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### **STATEMENT OF THE PROBLEM:**

The customers of the apple brand spend a lot of money while adapting to the apple environment compared to other gadgets as this brand offers lot more privacy and security that is convenient to its customers. This study is to identify whether the service centres that we approach are trustworthy enough that we give your personal use gadgets for rectification of its errors.

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### **OBJECTIVES OF THE STUDY:**

1. The main objective is to study of customer Experience of apple brand & apple service centre.
2. To determine customers responses factors in apple service centers.
3. To know about the customer preference level associated with different brands & service.
4. To study the Current scenario of customer satisfaction in apple service centre
5. This study is both quantitative and qualitative as we get to know the customer preference in detail with the help of a series of questions.

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### **SCOPE OF THE STUDY:**

- Through this study I aim on finding out the level of satisfaction of people getting inside and apple service centres.
- By the end of the study, I am going to identify the level of awareness of people about apple service centres and how people get to know about them.

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### **RESEARCH METHODOLOGY:**

There are various statistical tools which are used in analysing data. The following tools are used for representing and analysing data. Descriptive research is used in this study to identify the apple service centre and determining customer's experience. The method used was questionnaire.

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## REVIEW OF LITERATURE:

Voss (2003) "In today's scenario in service sector which is using technology, web, and automation on large scale, it is important to discuss the implementation on technology and its effects on dimensions of service quality. It is now possible to deliver service in a virtual environment with very little or nil human encounter creating environment offering different ways of service delivery. A research paper published by examines present theories of service quality and management for new internet-based environment.

Poulson and Kale (2004) "An engaging act of co-creation between a provider and a consumer wherein the consumer perceives value in the encounter and in the subsequent memory of that encounter. Consumption phase itself is the main product Offering/value.

Gentile et al. (2007) "The customer experience originates from a set of interactions between a customer and a product, a company, or part of its organization, which provoke a reaction.

Meyer and Schwager (2007) "Customer experience is the internal and subjective response customers have to any direct or indirect contact with a company. Direct contact generally occurs during purchase, use, and service, and is usually initiated by the customer.

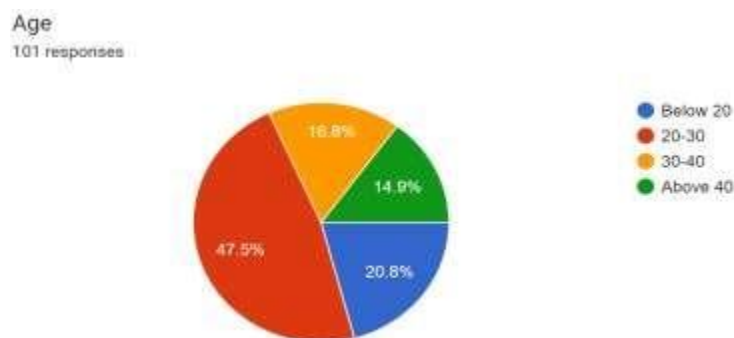
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## HISTORY OF THE STUDY:

Apple was founded as Apple Computer Company on April 1, 1976, by Steve Jobs, Steve Wozniak and Ronald Wayne to develop and sell Wozniak's Apple I personal computer. It was incorporated by Jobs and Wozniak as Apple Computer, Inc. In 1977 and the company's next computer, the Apple II became a best seller. Apple Inc. Is an American multinational technology company that specializes in consumer electronics, software, and online services. Apple is the largest information technology company by revenue (totalling US\$365.8 billion in 2021) and as of January 2021, it is the world's most valuable company, the fourth-largest personal computer vendor by unit sales and second-largest mobile phone manufacturer. It is one of the Big Five American information technology companies, alongside Alphabet, Amazon, Meta, and Microsoft Apple Inc.

## ANALYSIS AND INTERPRETATION:

Analysis and interpretation of data is the process of assigning meaning to collected information and determining the conclusions, significance and implication of the findings. It is an important and exciting step in the process of research. In all research studies, analysis follow data collection.




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## FINDINGS AND SUGGESTIONS:

1. Majority (47.5%) of respondents are from the age group of 20-30.
2. Majority (68.32%) of the respondents are male
3. Majority (62.4%) of the responds are undergrcustome

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## CONCLUSION:

The results of the study showed the customers experience and suggestion on apple service centre. It collected positive response for the customer experience and service experience brings the revelation that both the concepts of service experience as well as customer experience are positioned in the and focus on "value in use". The message of each and every customer is important, and it has an meaning full thing. The service centre must have gained the things they have to improve

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