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A Study on Customer Satisfaction towards Various Software Products Offered by Raf Infotech

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ABSTRACT

This is about the Customer Satisfaction Level towards Various Products Offered by RAF Infotech, Chennai" aims at the understanding customer satisfaction of the product and RAF Infotech services and analyze the customer coverage area of that product. This satisfaction level is a function of difference between perceived performance and expectations. If the product's performance, exceed expectation the customer highly satisfied or delighted. If the performance matches the expectations the customer is satisfied. If the products performance fall shorts of expectations the customer is dissatisfied. Primary data were collected with the help of the structured questionnaire from the existing customers of this concern. The sample size considered for the study was 100 where RAF Infotech. The tools used for the analysis include Frequency analysis, Data reduction analysis, Cross tabulation, Chi-square test and weighted average analysis.

Key words: customer satisfaction, performance, retention, customer relationship, company policies

INTRODUCTION

According to Philip Kotler, "satisfaction is a person's feelings of pressure or disappointment resulting from product's perceived performance (outcome) in relation to his or her expectations. Customer satisfaction is the level of a person's felt state resulting from comparing a product's perceived performance (outcome) in relation to the person's expectations". This satisfaction level is a function of difference between perceived performance and expectations. If the product's performance, exceed expectation the customer highly satisfied or delighted. If the performance matches the expectations the customer is satisfied. If the products performance fall shorts of expectations the customer is dissatisfied.

Virtualization

Increasing manageability, security and flexibility in IT environments, virtualization technologies like hardware- assisted Intel® Virtualization Technology (Intel® VT)[1] combined with software-based virtualization solutions provide maximum system utilization by consolidating multiple environments into a single server or PC. By abstracting the software away from the underlying hardware, a world of new usage models opens up that reduce costs, increase management efficiency, strengthen security, while making your computing infrastructure more resilient in the event of a disaster. Virtualization is software technology which uses a physical resource such as a server and divides it up into virtual resources called virtual machines (VM's). Virtualization allows users to consolidate physical resources, simplify deployment and administration and reduce power and cooling requirements. While virtualization technology is most popular in the server world, virtualization technology is also being used in data storage such as Storage Area Networks and inside of operating systems such as Windows Server 2008 with Hyper-V.

Facility Management service

We offer Facility management services to organizations that choose to outsource their facility management operations for cost effectiveness and improved services. Our services imbibe effective combination of human capital, process and tools to ensure that your IT infrastructure is always running without interruption. We undertake a 24x7 service window ensuring complete responsibility of availability and performance of your IT Infrastructure as per SLA.

REVIEW OF LITERATURE

Yi and La (2019) conclude satisfaction into two general conceptualizations: transaction-specific satisfaction and cumulative satisfaction. Transaction-specific satisfaction is a customer's evaluation of his or her experienceand reactions to a particular service encounter (Cronin and Taylor, 1992; Boshoff and Gray, 2004). Cumulative satisfaction refers to the customer's overall evaluation of the consumption experience to date.

Kan (2017) A dissatisfied customer will tell seven to 20 people about their negative experience. A satisfied customer will only tell three to five people about 20 their positive experience.

Iacobucci (2018). Customers may explain their satisfaction with a product or service in terms of specific aspects such as the product attributes, price, customer service, or a combination of these various features.

Boselie, Hesselink, and Wiele (2017) defined satisfaction as a positive, affective state resulting from the appraisal of all aspects of a firm's working relationship with another firm. This definition purported that satisfaction (understood as affective) can be contrasted with an objective summary assessment of outcomes – thereby forming a target-performance comparison mechanism. Therefore, the appropriate definition of customer satisfaction for this study would be the one by Boselie et al. (2002).

Edelman (2017) emphasizes that customer service failures can create conflicts and sabotage business. In fact, Terrence J.Levesque and Gordon H.G. McDougall, professors of Business and Economics at Wilfred Laurier University, warned in their study (as cited in Keaveney, 1995) that service failures cause customers to change service provider. Levesque and McDougall (2000) describe such service failures as situations where the customer dose not gain the expected service guaranteed by the provider (2000). The authors (Levesque & McDougall, 2000).

OBJECTIVE OF THE STUDY

Primary Objective

To study the customer satisfaction towards the various software products offered by RAF Infotech in Chennai Secondary Objective

To identify the customer opinion towards after sales service offered to them. To identify the competitive advantage of RAF Infotech' over its competitors To understand the need for automation in the client's department.

To assess the effectiveness of system implementation

To identify the satisfaction level among the customers towards the prices quoted for the software products

NEED OF THE STUDY

Customer is one for whom you satisfy a want or need in return for some of payment. The payment may be money or may be time, or may be goodwill but there is some form of payment. Satisfaction is the level of person felt state by comparing products perceived in relation to the person's expectation. 22 Satisfaction level is function of difference between the perceived performance and expectations. If the performance falls short of expectation, the customer is not satisfied if the performance matches the expectation, the customer is highly satisfied. Customer satisfaction is very much needed for a long term mutually beneficial business relationship. It enables the company to retain their customers and also get more referrals from the existing customers

SCOPE OF THE STUDY

The study highlights the software product performance of RAF Infotech in Chennai. The common problem faced by the customer and what are the problems arises from software product level were also highlighted in this study. It also provides certain remedial measures to eradicate the problems and to improve the performance and sales method of the RAF Infotech product. This study will help the organization to understand the customer perception about their product. From this study the organization can develop effective policies in order to retain their customers.

DATA ANALYSIS

Chi –Square Test

Null hypothesis (Ho):

There is no significant difference between automation of businessprocess and enhancement of automation process.

Alternate hypothesis (H1):

There is a significant difference between automation of businessprocess and enhancement of automation process.

			Enhanced your business processes			
			agree	neutral	Disagree	Total
Automated your organization data	yes	Count	59	26	12	97
		% within automated your organization data	61.1%	26.5%	12.3%	100.0%
		% within enhanced your business processes	100.0%	100.0%	34.5%	81.0%

		% of Total	49.5%	21.5%	10.0%	81.0%
	no	Count	0	0	23	23
		% within automated your organization data	.0%	.0%	100.0%	100.0%
		% within enhanced your business processes	.0%	.0%	65.5%	19.0%
		% of Total	.0%	.0%	19.0%	19.0%
Total		Count	59	26	35	120
		% within automated your organization data	49.5%	21.5%	29.0%	100.0%
		% within enhanced your business processes	100.0%	100.0%	100.0%	100.0%
		% of Total	49.5%	21.5%	29.0%	100.0%

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.857a	2	.000
Likelihood Ratio	19.764	2	.000
Linear-by-Linear Association	16.227	1	.000
N of Valid Cases	120		

INFERENCE:

Since the calculated value is greater than the tabulated value, we reject the null hypothesis and hence there is significant difference between automation of business process and enhancement of automation process.

SUGGESTIONS:

Providing customer care service 24/7.

Company can update more technologies (Automation) in order to retain theircustomers.

Sales peoples are very important to the organization, company can selectmore efficient sales people in order to get in to the market place.

Organization can make their whole system into automated. Companies can effective pricing strategy for their product.

CONCLUSION:

A highlights of the study on customer satisfaction towards the RAF INFOTECH technology (p) ltd product76% people like our product mostly the RAF Infotech product provide small scale industries,80%people accepted our product butsome people provide more better sales and services Inferred that 37.8% of people strongly agree respondence , 37.4% company people agree,20.7% people respondence to satisfy after sales and services Find out analyzing table mostly 62%the RAF Infotech product provide small scale Industries17%Company have a problem of RAF Infotech product

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