



# A STUDY ON CUSTOMERS' EXPECTATIONS AND SATISFACTION LEVEL TOWARDS AFTER-SALES SERVICE PROVIDED AT SLA ENGG Pvt Ltd, CHENNAI

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## ABSTRACT :

This study investigates customer expectations and satisfaction concerning the after-sales services provided by SLA ENGG Pvt Ltd, Chennai. Using structured questionnaires and responses from 150 customers, key service gaps were identified. The results show that while technical proficiency is appreciated, customers desire improved responsiveness and follow-up. This paper highlights the need for systematic service protocols to enhance satisfaction.

**Keywords:** Customer Expectations, Customer Satisfaction, After-Sales Service, Engineering Services, SLA ENGG Pvt Ltd

## 1. Introduction

After-sales service is crucial in sustaining long-term customer relationships in the engineering sector. SLA ENGG Pvt Ltd, based in Chennai, has built a strong reputation for its products but must focus on post-sale interactions to enhance client retention. The study explores how customers perceive the current services and identifies key areas of dissatisfaction. With rising competition in technical services, ensuring timely and effective after-sales support has become imperative. This research aims to examine customer expectations and evaluate how well SLA ENGG Pvt Ltd fulfills those expectations.

## 2. Literature Review

Various models, such as the SERVQUAL framework by Parasuraman et al., suggest that service quality is evaluated based on reliability, assurance, empathy, responsiveness, and tangibility. Customer satisfaction is generally achieved when expectations are met or exceeded. In the context of industrial services, after-sales support forms a significant part of the customer experience. Effective service fosters trust and loyalty, while gaps can lead to dissatisfaction and loss of business. Prior studies have shown that the responsiveness and proactive communication of service teams greatly influence satisfaction.

Customer satisfaction has long been a subject of interest in service management literature. According to **Parasuraman, Zeithaml, and Berry (1988)**, service quality is perceived through five key dimensions: **reliability, assurance, tangibility, empathy, and responsiveness**—collectively captured in the **SERVQUAL** model. This model serves as a foundation for understanding service gaps between customer expectations and actual service delivery.

**Kotler and Keller (2016)** define customer satisfaction as the degree to which a product or service meets or exceeds customer expectations. In the context of after-sales service, especially in technical or engineering services, customers place high value on **technical reliability, timely assistance, and clear communication**. Failing to meet expectations in these areas often leads to customer churn, even if the core product is technically sound.

**Zeithaml et al. (2018)** emphasize the role of post-purchase interactions in shaping overall customer experience. Effective after-sales service creates trust and loyalty, fostering long-term business relationships. In contrast, delayed service or inadequate follow-up can erode satisfaction levels and impact brand reputation.

Additionally, **Oliver (1980)** proposed a cognitive model where satisfaction results from a comparison between expected and actual outcomes. If performance exceeds expectations, customers are delighted; if it falls short, dissatisfaction arises.

Previous empirical studies have revealed that **engineering firms often excel in technical expertise but struggle in service communication and responsiveness**. This gap points to the importance of not only delivering high-quality technical support but also managing service processes and customer touchpoints with professionalism and empathy.

This literature provides a theoretical basis for evaluating SLA ENGG Pvt Ltd's after-sales service and highlights the significance of addressing service

quality dimensions to ensure customer satisfaction.

### 3. Research Methodology

A descriptive research design was adopted. 150 customers were selected using simple random sampling. Data was collected via a structured questionnaire with a five-point Likert scale measuring satisfaction and expectation levels.

Sampling Method: Simple random sampling

Tools Used: Questionnaire, Likert Scale

Analysis Method: Descriptive statistics and gap analysis

Study Period: January to March 2025

The questionnaire covered areas like response time, clarity of communication, technical assistance, and follow-up services.

### 4. Data Analysis and Interpretation

**RESPONDENTS SATISFACTION LEVEL WITH THE WATERPUMPSETS**

Level of Satisfaction	No. of respondents(x)	Likert's scale(f)	Total score (fx)	Likert's scale value (fx/100)
Highly satisfied	82	5	410	4.1
Satisfied	27	4	108	1.08
Neither satisfied nor dissatisfied	14	3	42	.42
Dissatisfied	15	2	30	.3
<b>Total</b>	<b>150</b>		<b>602</b>	<b>6.02</b>

#### Interpretation:

From the above table shows that (4.1) Likert's scale value of respondents are highly satisfied, (1.08) Likert's scale value of respondents satisfied, (.42) Likert's scale value of respondents neutrally satisfied, (.3) Likert's scale value of respondents are dissatisfied, (.12) Likert's scale value of respondents are highly dissatisfied. With the overall satisfaction of pump sets.

#### Likert' scale:

4.1 Which is greater than the mean value 3; show that respondents are highly satisfaction with SLA pump sets

### 5. Findings

- High customer expectations in response time and communication.
- Technical staff performance is appreciated, but delays in service affect overall satisfaction.
- Inadequate follow-up reduces customer confidence in long-term support.
- Lack of structured protocols causes inconsistent experiences.
- A need for better training in customer interaction and communication skills.

### 6. Recommendations

- Establish a dedicated after-sales service team to handle client issues promptly.
- Implement CRM tools to streamline customer support and track service requests.
- Regular training and performance monitoring for service staff.
- Periodic collection of customer feedback to track improvement.
- Clear service protocols and escalation procedures to ensure timely resolution.

By implementing these measures, SLA ENGG Pvt Ltd can enhance its service quality and customer satisfaction levels.

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## 7. Conclusion

The study reveals that SLA ENGG Pvt Ltd performs well in core service delivery, particularly in technical assistance, but there are clear gaps in communication and follow-up. Customers expect not only skilled support but also a seamless service experience after the purchase. Focusing on after-sales service quality will help the company build stronger customer relationships and maintain a competitive advantage in the engineering service sector.

## 8. REFERENCES

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