



# CUSTOMER SATISFACTION IN THE FOOD & BEVERAGES SECTOR: A CASE STUDY OF HALDIRAM

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## ABSTRACT :

Customer satisfaction is a crucial success factor in the food and beverage industry. In the B2B segment, where clients demand consistent quality, timely deliveries, and personalized services, maintaining high levels of satisfaction is both strategic and essential. This paper focuses on Haldiram, one of India's leading food brands, and explores the satisfaction levels of its industrial clients. Using a combination of quantitative surveys and qualitative interviews, the research investigates the main pain points, satisfaction determinants, and service improvement opportunities. The findings aim to help food manufacturers like Haldiram enhance their B2B service delivery and build long-term client relationships.

## INTRODUCTION

**Background** Customer satisfaction drives business loyalty, repeat sales, and market advantage. While it is widely studied in the B2C context, satisfaction among industrial

clients in the food and beverage sector remains underexplored. Haldiram's transition from retail excellence to B2B operations has created new service demands.

**Importance of Study** In the industrial segment, minor issues like delivery delays or packaging errors can result in revenue loss, penalties, or damaged partnerships. Therefore, it is critical for Haldiram to understand expectations and satisfaction levels of its institutional clients such as exporters, caterers, and wholesalers.

**Objectives** - To identify key satisfaction drivers - To assess gaps in B2B service delivery

- To recommend operational improvements

## SYSTEM ARCHITECTURE

The service model for Haldiram's industrial operations includes: - **Order Placement** →

Packaging Center → Logistics Dispatch → Delivery Confirmation

Feedback mechanisms and CRM integration are limited, causing lags in resolution and personalization.

## LITERATURE REVIEW

Previous studies by Kotler C Keller (2016) and Zeithaml et al. (2020) emphasize customized services, real-time feedback systems, and proactive complaint handling as essential for B2B satisfaction. In Indian FMCG settings, responsiveness and packaging customization have been recurring themes.

## METHODOLOGY

1.1 **Research Design:** Mixed-methods

1.2 **Data Collection Tools:** - Quantitative: Likert-scale survey (n=60) - Qualitative: Semi-structured interviews (10 respondents)

1.3 **Sampling:** Purposive sampling from industrial clients

1.4 **Tools Used:** SPSS, Excel, NVivo

1.5 **Key Metrics Evaluated:** - Product quality - Timely delivery - Complaint resolution - Pricing fairness - Packaging customization

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## DATA ANALYSIS

**Table 1: Satisfaction Ratings by Category (1–5 Scale)** | Criteria | Avg. Rating |

	Product Quality	4.2	Delivery Timeliness	3.1	Packaging Flexibility	2.8	Complaint Handling	2.9	Customer Service	3.5
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**Graph 1: Common Pain Points Identified** (Pie Chart—Values Represent % of Total Responses)-Delivery Issues–40%-Product Inconsistency–25%  
-Packaging Requests– 20% - Customer Service Delay – 15%

**Graph 2: Client Satisfaction Index by Sector** (Bar Graph) -Exporters: 3.4 -Caterers: 3.2 - Institutional Buyers: 3.7 - Distributors: 3.0

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## FINDINGS

- 68% of clients expressed delivery concerns during peak seasons.
- Custom packaging and labeling are unmet needs.
- Absence of account managers is impacting service personalization.
- Quality inconsistencies impact repeat orders.

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## DISCUSSION

B2B clients operate in time-sensitive, margin-focused environments. The gaps in delivery scheduling, packaging formats, and client servicing at Haldiram limit its growth potential in the industrial market. Digital tools, like real-time order tracking and automated complaint dashboards, are needed to scale performance.

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## CONCLUSION

While Haldiram enjoys retail dominance, sustaining satisfaction in its industrial supply chain requires tailored service models. With high client expectations, proactive problem-solving and tech integration will be essential.

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## G. FUTURE SCOPE

- Implement AI-driven dispatch management
- Introduce CRM system for industrial clients
- Conduct quarterly satisfaction audits
- Digitize complaint and feedback portals

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