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A Study on Sales and Service at AXN Infotech Tally Software Solutions

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CHAPTER I INTRODUCTION

Introduction of the Study:

In today's competitive business environment, software solutions play a critical role in streamlining operations and improving overall efficiency. Tally, one of the most trusted accounting software packages in India, is widely used by businesses of all sizes for financial management, inventory control, payroll, and taxation. AXN Infotech is an authorized service provider and reseller of Tally software, offering both product sales and comprehensive after-sales support to its clients.

Sales and service are the two pivotal functions that directly impact customer satisfaction and business growth in the software industry. A well-structured sales approach ensures that customers are informed and confident in their purchasing decisions, while effective after-sales service builds trust and promotes customer loyalty.

This study aims to explore the sales strategies and service mechanisms followed by AXN Infotech for its Tally software solutions. By understanding the sales process, customer interactions, and service quality, the study seeks to identify areas of strength and suggest possible improvements. It also evaluates customer satisfaction levels and the role of service quality in client retention and referrals.



Services:

AXN Infotech places strong emphasis on delivering efficient and customer-centric after-sales service for its Tally software clients. The company understands that providing reliable service is crucial not only for customer retention but also for building a positive brand image in a competitive software market. Its service offerings are designed to ensure smooth implementation, user satisfaction, and continued operational support for all its clients.

The company offers Annual Maintenance Contracts (AMC), which include regular software updates, troubleshooting support, and preventive maintenance. Clients under AMC enjoy priority service and access to the latest features and improvements in Tally software. Additionally, on-call and remote support options are

The company uses a ticketing system to track issues and ensure accountability throughout the service process. By maintaining service logs and follow-ups, AXN Infotech ensures transparency and strives for continuous improvement in customer experience.



Organogram:

Managing Director / CEO



Sales Manager

Service Manager

Accounts/Admin Head



Sales Executives BDM Customer Support Field HR Executive Billing Staff

At the top of the organizational structure is the Managing Director/CEO, who is responsible for the overall leadership, strategic decision-making, and performance of the company. This role involves overseeing all departments and ensuring that the company's goals are met effectively.

Reporting to the Managing Director are three key department heads:

Sales Manager: This person manages the sales team and is responsible for achieving sales targets, developing client relationships, and exploring new market opportunities. The sales team typically includes Sales Executives who interact with potential customers, generate leads, and close deals.

Service Manager: This role oversees the customer support and technical service teams. The Customer Support Executives handle client queries and provide assistance via phone or online platforms, while Field Technicians are responsible for on-site installation, training, and troubleshooting of Tally software.

Accounts/Admin Head: This position manages the company's internal operations, including financial records, HR functions, and administrative activities. Under this head, HR Executives handle employee management and recruitment, while Billing Staff manage client invoices and payment follow-ups.

This structured hierarchy allows AXN Infotech to manage its sales and service functions efficiently, ensuring smooth communication, accountability, and customer satisfaction across departments.

Each department in AXN Infotech works in coordination to ensure a smooth customer journey—from the first inquiry to long-term service support.

For example, the Sales Team not only closes deals but also shares important client information with the Service Team, so they can provide timely installation and support. This collaboration between departments ensures that customers receive personalized service and timely solutions.

Moreover, the clear division of roles and responsibilities within the organogram helps improve accountability and workflow.

Scope of the Study:

This includes sales targets, client conversion rates, service response time, customer complaints, and support effectiveness. It also considers how the company manages customer relationships, service documentation, and feedback handling.

The findings from this research can be used by AXN Infotech to enhance their sales techniques, improve service delivery, and strengthen customer retention strategies.

CHAPTER II REVIEW OF LITERATURE

Review of Literature:

Introduction:

The review of literature is an essential part of any research study as it provides a foundation for understanding key concepts, previous research findings, and theoretical frameworks related to the topic. In this project, the focus is on exploring existing studies related to sales performance, service quality, customer satisfaction, and software support systems. This review helps in identifying gaps in knowledge and justifies the need for the present study on AXN Infotech's sales and service performance in relation to Tally software.

The review of literature provides a theoretical foundation for understanding the concepts of sales, service quality, and customer satisfaction. It helps in identifying gaps in existing research and supports the formulation of objectives for the current study.

Chakrabarty, Whitten, and Green (2007) suggest that after-sales service plays a vital role in determining overall customer satisfaction and loyalty. According to their study, effective post-sales support can create a competitive advantage by increasing customer trust and enhancing the value of the product.

Rust and Zahorik (1993) argue that customer satisfaction is not only linked to service quality but also impacts customer retention and word-of-mouth promotion.

Their research supports the idea that companies must invest in both sales processes and service efficiency to build a strong brand image.

Singh and Khanduja (2010) focused specifically on the Indian software industry and found that timely service, technical knowledge, and customer training significantly impact client satisfaction in software firms. Their findings are particularly useful in the context of Tally software, which requires regular updates and client-specific customization.

Levitt (1983) emphasized that in service-oriented businesses, the sale is not the end of the customer relationship—it's the beginning. He highlighted that continuous support, responsiveness to customer feedback, and proactive service strategies are crucial for customer retention.

This concept aligns with the business model of companies like AXN Infotech, which rely on long-term client relationships and recurring service needs.

Zeithaml and Bitner (2003) also explored the link between perceived service quality and customer behavior. Their research suggests that customers who receive high-quality service are more likely to remain loyal and recommend the company to others.

Conclusion:

From the literature reviewed, it is evident that both sales effectiveness and quality of service play a significant role in achieving customer satisfaction and long-term business success. Various models and studies emphasize the importance of customer engagement, timely support, and service customization in software-related businesses.

Problem Statement:

In today's highly competitive software market, customer expectations have significantly increased, especially in terms of product knowledge, service quality, and post-sales support. AXN Infotech, as a provider of Tally software solutions, faces challenges in balancing effective sales strategies with consistent and timely service delivery. Despite offering a widely-used product, there may be gaps in customer engagement, communication, or after-sales service that impact client satisfaction and retention.

Therefore, this study aims to identify and analyze the key issues in sales and service operations at AXN Infotech and suggest actionable improvements to enhance customer satisfaction and business performance.

Research Gap:

While many studies have been conducted on sales strategies and customer service in the software industry, most of them focus on large-scale companies or general service practices.

There is limited research specifically focused on small and medium-sized enterprises (SMEs) offering customized accounting solutions like Tally, especially in a regional business context.

Furthermore, existing literature often treats sales and service as separate areas of study. However, in practice, both are deeply interconnected—particularly in software solutions, where customer retention often depends on strong post-sales service.

There is a lack of detailed research that examines the combined effect of sales effectiveness and service quality on customer satisfaction in Tally solution providers.

In the context of AXN Infotech, no prior academic or field study appears to have been conducted to assess the effectiveness of its sales and service operations.

This creates a gap in understanding how well the company is aligning its customer strategies with market demands. Therefore, this study attempts to fill that gap by analyzing the strengths, weaknesses, and opportunities in AXN Infotech's current sales and service practices.

Research Design

This type of design is ideal for projects where the aim is to describe events, identify problems, and propose solutions without altering the natural environment of the business.

Sampling Design

The sample size chosen for this research is 50 respondents, which includes customers of AXN Infotech who use Tally software, as well as sales and service staff within the company. This mix ensures that both sides — customers and employees — are represented, giving a balanced view of the current situation.

Even though the sample may not represent the entire population, it provides a reliable snapshot that is sufficient to identify trends and issues within the company's sales and service functions.

Objectives of the Study

The main objectives of this study are:

- To analyze the effectiveness of AXN Infotech's sales techniques for Tally software.
- To evaluate the quality and efficiency of post-sale customer service provided by the company.
- To measure the level of customer satisfaction based on product support and interaction with staff.
- To identify any major issues or challenges in the sales and service process.
- To suggest strategies for improving customer service and increasing repeat business.

These objectives guide the research and help maintain focus on areas that are most relevant to business improvement and customer value.

3.5 Tools Used for the Study

Similarly, Zoho Desk, the customer support arm of the platform, gave a model for managing service requests, prioritizing tickets, assigning tasks, and analyzing service efficiency. These features helped evaluate AXN Infotech's current service process and identify opportunities for improvement through AI-enabled practices.

While AXN Infotech may not be currently using Zoho, studying its functions helped this research suggest how AI tools like Zoho could enhance their sales and service strategy, resulting in better customer satisfaction and business performance.

Conclusion

The study offers valuable insights into how AXN Infotech manages its sales and service for Tally software. While the company shows strengths in product knowledge and sales communication, there is room for improvement in service follow-up, issue resolution, and customer training.

By focusing on both internal process efficiency and customer feedback, AXN Infotech can enhance its overall service quality.

CHAPTER IV RESEARCH METHODOLOGY –

DATA ANALYSIS**Introduction:**

Research methodology refers to the systematic plan and procedures used to conduct research, gather data, and analyze information in a structured manner. It defines the overall strategy that guides the researcher in collecting, measuring, and interpreting data relevant to the study.

In the context of this project, the research methodology focuses on understanding customer perceptions and satisfaction levels related to sales and service at AXN Infotech Tally Software Solutions. By applying suitable research methods, the study aims to provide reliable and valid insights that can help improve the company's performance in the market.

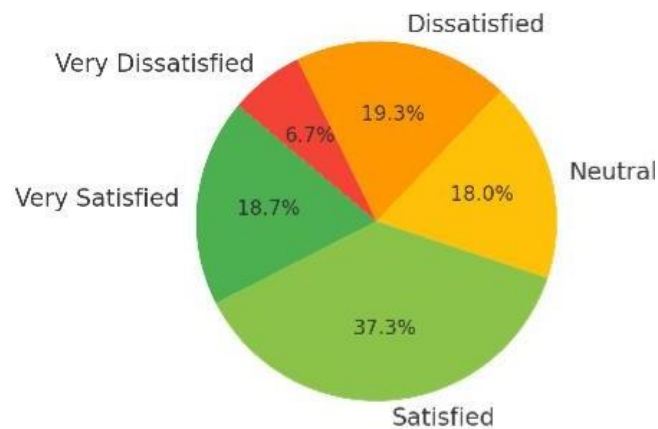
Product Awareness Table: 4.1

Response Option	Number of Responses	Percentage (%)
Very Satisfied	28	18.67%
Satisfied	56	37.33%
Neutral	27	18.00%
Dissatisfied	29	19.33%
Very Dissatisfied	10	6.67%
Total	150	100.00%

SOURCE: PRIMARY DATA

Fig: 4.1

Product Awareness

**Chart:4.1**

Response Option	Observed (O)	Expected (E)	$(O-E)^2 / E$
Very Satisfied	28	30.0	0.13
Satisfied	56	30.0	22.53
Neutral	27	30.0	0.30
Dissatisfied	29	30.0	0.03

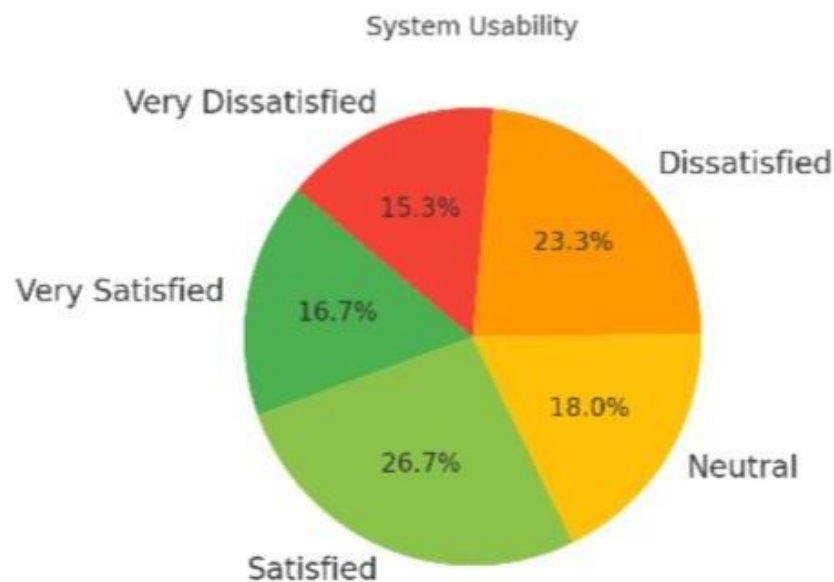
Very Dissatisfied	10	30.0	13.33
Total	150	150.0	36.32

Interpretation:

- The calculated chi-square value (36.32) far exceeds the critical value for 4 degrees of freedom (9.49 at $\alpha=0.05$), indicating a highly significant difference.
- $P < 0.0001$ implies we reject the null hypothesis of a uniform distribution of responses.

TSales Representative Knowledge Table 4.2**SOURCE:PRIMARY DATA**

Response Option	Number of Responses	Percentage (%)
Very Satisfied	25	16.67%
Satisfied	40	26.67%
Neutral	27	18.00%
Dissatisfied	35	23.33%
Very Dissatisfied	23	15.33%
Total	150	100.00%

FIG:4.2**Chart:4.2**

Response Option	Observed (O)	Expected (E)	(O - E) ² / E
Very Satisfied	25	30	0.833
Satisfied	40	30	3.333
Neutral	27	30	0.300
Dissatisfied	35	30	0.833
Very Dissatisfied	23	30	1.633
Total			6.932

Interpretation:

Since $6.932 < 9.488$, we fail to reject the null hypothesis.

Conclusion: There is no statistically significant difference between the observed and expected frequencies of satisfaction levels (if we assumed an equal distribution).

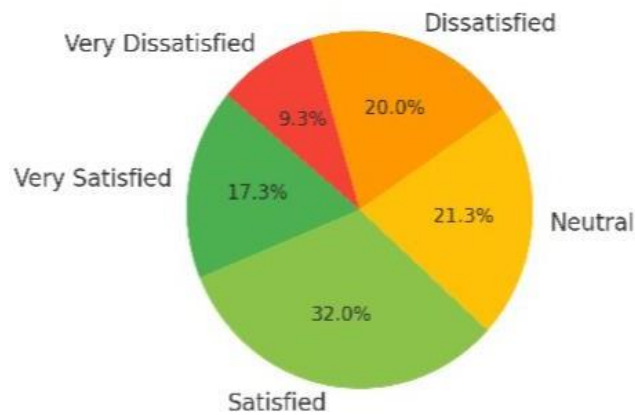
Business Needs Understood Table 4.3

Response Option	Number of Responses	Percentage (%)
Very Satisfied	26	17.33%
Satisfied	48	32.00%
Neutral	32	21.33%
Dissatisfied	30	20.00%
Very Dissatisfied	14	9.33%
Total	150	100.00%

SOURCE: PRIMARY DATA

Fig:4.3

Business Needs Understood

**Chart:4.3**

Response Option	Observed (O)	Expected (E)	(O - E) ² / E
Very Satisfied	26	30	0.533
Satisfied	48	30	10.800
Neutral	32	30	0.133
Dissatisfied	30	30	0.000
Very Dissatisfied	14	30	8.533
Total			20.000

Interpretation:

- "Satisfied" is overrepresented (observed 48 vs. expected 30).
- "Very Dissatisfied" is underrepresented (14 vs. 30).
- The distribution is not uniform, suggesting people are more likely to be satisfied than dissatisfied.

Pricing Clarity Table 4.4

Response Option	Number of Responses	Percentage (%)
Very Satisfied	27	18.00%
Satisfied	45	30.00%
Neutral	34	22.67%

Dissatisfied	30	20.00%
Very Dissatisfied	14	9.33%
Total	150	100.00%

SOURCE: PRIMARY DATA

Fig:4.4

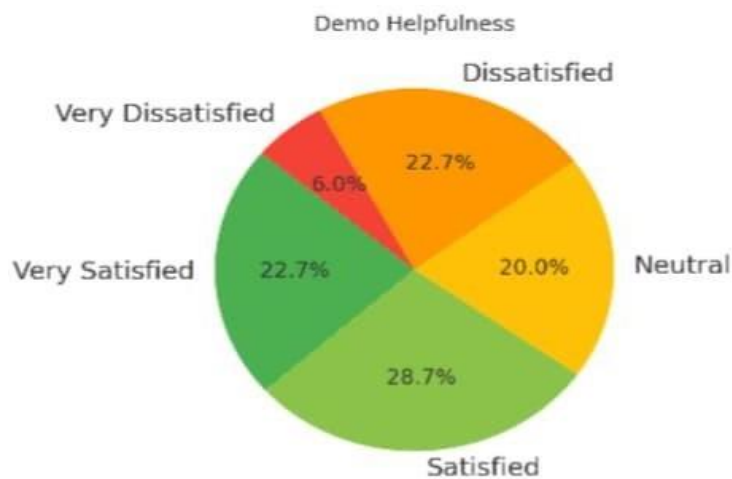


Demo Helpfulness Table 4.5

Response Option	Number of Responses	Percentage (%)
Very Satisfied	34	22.67%
Satisfied	43	28.67%
Neutral	30	20.00%
Dissatisfied	34	22.67%
Very Dissatisfied	9	6.00%
Total	150	100.00%

SOURCE: PRIMARY DATA

Fig:4.5

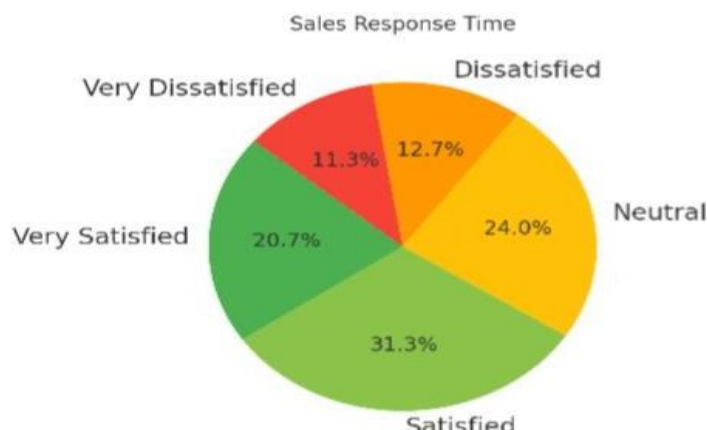


Sales Response Time Table 4.6

Response Option	Number of Responses	Percentage (%)
Very Satisfied	31	20.67%
Satisfied	47	31.33%
Neutral	36	24.00%
Dissatisfied	19	12.67%
Very Dissatisfied	17	11.33%
Total	150	100.00%

SOURCR: PRIMARY DATA

Fig: 4.6



CHAPTER V FINDINGS AND SUGGESTIONS

Major Findings:

- Product Awareness: A significant portion of respondents (over 50%) were satisfied or very satisfied with the awareness and availability of product information, indicating effective marketing communication.
- Sales Team Performance: Customers found the sales team professional and helpful during demos. However, inconsistency in follow-up and responsiveness was a recurring issue for a portion of respondents.
- Pricing Clarity: Around 52% of customers expressed satisfaction with pricing transparency, though some customers felt the cost-related information lacked clarity at the initial stages.
- Demo Helpfulness: One of the strongest areas—respondents found demos highly useful in understanding the Tally software features and applicability to their business needs.
- Response Time: A mixed response was observed here. While some customers appreciated quick responses, about 24% were neutral, and 23% expressed dissatisfaction with slow replies.
- Purchase Process: The majority of customers had a smooth buying experience, but about 25% indicated delays or confusion during the payment or onboarding phase.
- Documentation: Many customers reported dissatisfaction or neutrality with the clarity of user manuals and documentation provided, signaling a need for better support materials.
- Installation Support: Installation support services received mixed feedback—some clients were satisfied, while others faced delays or lacked proper guidance during setup.
- After-Sales Support: Roughly 30–40% of respondents expressed issues with after-sales support, including resolution delays, poor follow-ups, and inadequate problem-solving.
- Training Services: Customers appreciated the training sessions, especially new users. However, additional or repeated training was requested by several respondents.
- Feedback Handling: A notable portion of respondents felt that their feedback was either not collected regularly or not acted upon effectively by the company.
- Issue Repetition: Multiple customers experienced repeated technical or service-related problems, which were not resolved in a sustainable manner.

Suggestions:

Enhance Sales Follow-Up

AXN Infotech should improve its sales team follow-up processes. Timely communication and updates can significantly improve lead conversion and customer confidence.

Improve Documentation Quality

Provide customers with detailed, user-friendly manuals and installation guides. Visual aids and step-by-step tutorials would help reduce confusion during onboarding.

Training & Onboarding Sessions

Offer free or low-cost training sessions periodically for both new and existing users. This can enhance customer retention and improve product usability.

Invest in CRM Tools

Implement a customer relationship management (CRM) system to manage interactions, track complaints, and provide personalized service more efficiently.

Limitations of the Study:

This study, while insightful, is subject to certain limitations that may affect the generalizability of its findings. Firstly, the sample size was limited to 150 respondents, which may not comprehensively represent the entire customer base of AXN Infotech. The data was collected primarily through structured questionnaires, which may have restricted respondents from providing detailed opinions or expressing concerns beyond the predefined options.

Additionally, the study focused on customers currently using Tally Software Solutions, excluding potential customers or those who discontinued the service, whose feedback could have provided a more balanced view.

Scope of Future Study:

The present study lays a foundation for further research into customer experience and service delivery within the enterprise software sector. Future studies can expand the scope by including a larger and more diverse sample size across different regions or industries to improve generalizability. Additionally, future research can focus on comparative analysis between AXN Infotech and its competitors to benchmark service quality and identify best practices. In-depth qualitative methods such as interviews, focus groups, or case studies could provide richer insights into customer behavior, expectations, and satisfaction drivers.

Moreover, studying the long-term impact of after-sales service on customer loyalty, software usage efficiency, and business performance can offer deeper strategic value. As technology evolves, future research may also explore how AI-driven support systems or automation tools influence customer satisfaction and reduce service bottlenecks in software solutions.

Conclusion:

This study was conducted to assess the sales and service performance of AXN Infotech in delivering Tally Software Solutions. By analysing feedback from 150 respondents, the study revealed key insights into customer perceptions regarding various touchpoints in the sales and service process. While many customers expressed satisfaction with demo helpfulness, training, and product value, there were noticeable concerns about documentation clarity, issue repetition, and resolution time. Some customers felt that their business needs were not fully understood or addressed, which points to a gap in personalized engagement during the sales phase.

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