

A STUDY ON CUSTOMER SATISFACTION TOWARDS VARIOUS SOFTWARE PRODUCTS OFFERED BY RAF INFOTECH

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

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Register No.41410231



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND
TECHNOLOGY**

(DEEMED TO BE UNIVERSITY)

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved
by AICTE**

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **PRAVEEN R 41410231** who carried out the project entitled "**A STUDY ON CUSTOMER SATISFACTION TOWARDS VARIOUS SOFTWARE PRODUCTS OFFERED BY RAF INFOTECH**" under my supervision from January 2023 to April 2023.

Dr. SEETHAL K

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DECLARATION

I **PRAVEEN R (41410231)** hereby declare that the Project Report entitled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS VARIOUS SOFTWARE PRODUCTS OFFERED BY RAF INFOTECH**” done by me under the guidance of **DR.SEETHAL K** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.



DATE: 05.05.2023

PLACE: Chennai

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PRAVEEN R

CONSENT & COMPLETION LETTER IN COMPANY LETTER HEAD

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 forthe analysis include Frequency analysis, Data reduction analysis, Cross tabulation, Chi-square test and weighted average analysis.

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CHAPTER I - INTRODUCTION

1.1 Introduction:

Customer Satisfaction

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.

Why Organizations Focus on Customer Satisfaction

Businesses monitor customer satisfaction in order to determine how to increase their customer base, customer loyalty, revenue, profits, market share and survival. Although greater profit is the primary driver, exemplary businesses focus on the customer and his/her experience with the organization. They work to make their customers happy and see customer satisfaction as the key to survival and profit. Customer satisfaction in turn hinges on the quality and effects of their experiences and the goods or services they receive.

What is Customer Satisfaction?

It is a highly personal assessment that is greatly affected by customer expectations. Satisfaction also is based on the customer’s experience of both contacts with the organization and personal outcomes. Some researchers define a satisfied customer within the private sector as “one who receives significant added value” to his/her bottom line—a definition that may apply just as well to public services.

Customer satisfaction differs depending on the situation and the product or service. A customer may be satisfied with a product or service, an experience, a purchase decision, a salesperson, store, service provider, or an attribute or any of these. Some researchers completely avoid “satisfaction” as a measurement objective because it is “too fuzzy an idea to serve as a meaningful benchmark.” Instead, they focus on the customer’s entire experience with an organization or service contact and the detailed assessment of that experience. For example, reporting methods developed for health care patient surveys often ask customers to rate their providers and experiences in response to detailed questions such as, “How well did your physicians keep you informed?” These surveys provide “actionable” data that reveal obvious steps for improvement.

Customer satisfaction is a highly personal assessment that is greatly influenced by individual expectations. Some definitions are based on the observation that customer satisfaction or dissatisfaction results from either the confirmation or disconfirmation of individual expectations regarding a service or product.

Customer Satisfaction in 7 Steps

1. Encourage Face-to-Face Dealings

This is the most daunting and downright scary part of interacting with a customer. If you're not used to this sort of thing it can be a pretty nerve-wracking experience. Rest assured, though, it does get easier over time. It's important to meet your customers face to face at least once or even twice during the course of a project.

2. Respond to Messages Promptly & Keep Your Clients Informed

This goes without saying really. We all know how annoying it is to wait days for a response to an email or phone call. It might not always be practical to deal with all customers' queries within the space of a few hours, but at least email or call them back and let them know you've received their message and you'll contact them about it as soon as possible. Even if you're not able to solve a problem right away, let the

customer know you're working on it.

3. Be Friendly and Approachable

A fellow Site Pointer once told me that you can hear a smile through the phone. This is very true. It's very important to be friendly, courteous and to make your clients feel like you're their friend and you're there to help them out. There will be times when you want to beat your clients over the head repeatedly with a blunt object - it happens to all of us.

4. Have a Clearly-Defined Customer Service Policy

This may not be too important when you're just starting out, but a clearly defined customer service policy is going to save you a lot of time and effort in the long run. If a customer has a problem, what should they do? If the first option doesn't work, then what? Should they contact different people for billing and technical enquiries? If they're not satisfied with any aspect of your customer service, who should they tell? There's nothing more annoying for a client than being passed from person to person, or not knowing who to turn to. Making sure they know exactly what to do at each stage of their enquiry should be of utmost importance. So make sure your customer service policy is present on your site -- and anywhere else it may be useful.

5. Attention to Detail (also known as 'The Little Niceties')

Have you ever received a Happy Birthday email or card from a company you were a client of? Have you ever had a personalized sign-up confirmation email for a service that you could tell was typed from scratch? These little niceties can be time consuming and aren't always cost effective, but remember to do them. Even if it's as small as sending a Happy Holidays email to all your customers, it's something. It shows you care; it shows there are real people on the other end of that screen or telephone; and most importantly, it makes the customer feel welcomed, wanted and valued.

6. Anticipate Your Client's Needs & Go Out of Your Way to Help Them Out

Sometimes this is easier said than done! However, achieving this supreme level of understanding with your clients will do wonders for your working relationship.

7. Honor Your Promises

It's possible this is the most important point in this article. The simple message: when you promise something, deliver. Clients don't like to be disappointed. Sometimes, something may not get done, or you might miss a deadline through no fault of your own. Projects can be late; technology can fail and sub-contractors don't always deliver on time. In this case a quick apology and assurance it'll be ready ASAP wouldn't go a miss.

Method to Measure Customer Satisfaction

Companies use the following methods to measure customer satisfaction.

1. Complaints and suggestions system:

Companies obtaining complaints through their customer service centre's, and further

Suggestions were given by customers to satisfy their desires.

2. Customer satisfaction surveys:

Responsive companies obtain a direct measure of customer satisfaction by periodic surveys. They send questionnaires to random sample of their customers to find out how they feel about various aspects of the company's performance and also solicit views on their competitor's performance.

3. Lost customer analysis:

Companies should contact customers who have stopped buying or who have switched to another supplier to learn why this happened.

4. Consumer behavior vs. Consumption behavior:

Consumer behavior refers to the manner in which an individual reaches decision related to the selection, purchases and use of goods and services. Walters

and Paul says that, consumer behavior is the process whereby the individuals decide what, when, how and from whom to purchase goods & services.

Consumer behavior relates to an individual person (Micro behavior) where as consumption behavior relates to and to the mass or aggregate of individuals (Macro behavior) consumers behavior as a study focuses on the decision process of the individual consumer or consuming unit such as the family.

In contrast the consumption behavior as a study is to do with the explanation of the behavior of the aggregate of consumers or the consuming unit. Consumer is a pivot, around which the entire system of marketing revolves.

Customer Satisfaction Theory:

Whether the buyer is satisfied after purchase depends on the offer's performance in relation to the buyer's expectations.

Satisfaction is a person's fallings of pleasure or disappointment resulting from comparing a product's perceived performance 9or outcome) in relation to his or her expectations.

As this definition makes clear, satisfaction is a function of perceived performance and expectation. If the performance falls short of expectations, the customers, the customer is dissatisfied. If the performance matches the expectations, the customers are satisfied. If the performance exceeds expectations, the customers are highly satisfied or delighted.

Many companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch when a better comes along. Those who are highly satisfied are much less ready to switch. High satisfaction or delight creates an emotional bond with the brand, not just a rational performance. The result is high customer loyalty. Xerox's senior management believes that a very satisfied or delighted customer is worth 10 times as much to the company as a satisfied customer. A very customer is likely to stay with Xerox many more years and buy more than a satisfied customer will.

Service quality factors:

1. Timeliness and convenience,
2. Personal attention,

3. Reliability and dependability,
4. Employee competence and professionalism,
5. Empathy,
6. Responsiveness,
7. Assurance,
8. Availability, and
9. Tangibles such as physical facilities and equipment and the appearance of the personnel.

1.2 INDUSTRY PROFILE

Introduction

The global sourcing market in India continues to grow at a higher pace compared to the IT-BPM industry. India is the leading sourcing destination across the world, accounting for approximately 55% market share of the US\$ 200-250 billion global services sourcing business in 2019-20.

The IT industry accounted for 8% of India's GDP in 2020. According to STPI (Software Technology Park of India), software exports by the IT companies connected to it, stood at Rs. 1.20 lakh crore (US\$ 16.29 billion) in the first quarter of FY22.

Market Size

The IT & business service industry's revenue was estimated at ~US\$ 6.96 billion in the first half of 2021, an increase of 6.4% YoY. The export revenue of the IT industry is estimated at US\$ 150 billion in FY21. According to Gartner estimates, IT spending in India is estimated to reach US\$ 93 billion in 2021 (7.3% YoY growth) and further increase to US\$ 98.5 billion in 2022. The BPM sector in India currently employs >1.4 million people, while IT and BPM together have >4.5 million workers, as of FY21.

India's software services exports (excluding exports through commercial presence) increased by 4% in FY21 compared with FY20 and are estimated at USD 133.7 billion during 2020-21.

Indian software product industry is expected to reach US\$ 100 billion by 2025.

Indian companies are focusing to invest internationally to expand global footprint and enhance their global delivery centres. In line with this, in February 2021, Tata Consultancy Services announced to recruit ~1,500 technology employees across the UK over the next year. The development would build capabilities for TCS to deliver efficiently to the UK customers. As of FY21, the IT industry employed 4.5 million people.

The data annotation market in India stood at ~ US\$ 250 million in FY20, of which the US market contributed ~ 60% to the overall value. The market is expected to reach ~ US\$ 7 billion by 2030 due to accelerated domestic demand for AI.

Investments/ Developments

Indian IT's core competencies and strengths have attracted significant investment from major countries. The computer software and hardware sector in India attracted cumulative foreign direct investment (FDI) inflows worth US\$ 74.12 billion between April 2000 and June 2021. The sector ranked 2nd in FDI inflows as per the data released by Department for Promotion of Industry and Internal Trade (DPIIT). Japanese investments in the Indian IT sector grew 4X between 2016 and 2020. Investments stood at US\$ 9.2 billion in the review period.

Leading Indian IT firms like Infosys, Wipro, TCS and Tech Mahindra are diversifying their offerings and showcasing leading ideas in blockchain and artificial intelligence to clients using innovation hubs and research and development centres to create differentiated offerings.

Some of the major developments in the Indian IT and ITeS sector are as follows:

- In November 2021, Wipro partnered with TEOCO to build solutions for communication service providers (CSPs) to improve network automation, efficiency, flexibility and reliability.
- In August 2021, Tata Consultancy Services was adjudged a leader in the NelsonHall NEAT for CX Services in Banking, Financial Services and Insurance (BFSI).

- In August 2021, SAP India and Microsoft announced the introduction of TechSaksham, a collaborative skilling initiative aimed at enabling young women (from underprivileged regions) to pursue careers in technology. 62,000 women students will be trained in artificial intelligence (AI), cloud computing, web design and digital marketing as a result of this collaboration.
- In August 2021, Startek, a business process management company, announced a plan to increase its minority stake in CSS Corp to reach a wider market. It also announced a plan to recruit >2,000 employees in India, in FY22.
- In July 2021, Wipro announced plans to invest US\$ 1 billion over the next three years to expand its cloud technology capabilities through acquisitions and collaborations.
- In July 2021, Infosys announced that it has set up an Automotive Digital Technology and Innovation Centre in Stuttgart, Germany. Automotive IT infrastructure professionals stationed in Germany will transfer from Daimler AG to the new Digital Technology and Innovation Centre as part of Infosys' relationship with Daimler.
- In July 2021, TCS expanded its strategic partnership with Royal London, the largest mutual life insurance, pensions and investment company in the UK, to help the latter transform its pension platform estate and deliver market-leading services to members and customers.
- In July 2021, Tata Technologies partnered with Stratasys, a 3D printing technology company, to provide advanced additive manufacturing technologies to the Indian manufacturing ecosystem.
- In July 2021, Tech Mahindra Foundation and Wipro GE Healthcare have joined forces to offer skilling and upskilling courses to students and healthcare technicians.

- In July 2021, HCL announced a multi-year agreement with Fiskars Group, consisting of a family of lifestyle brands including Fiskars, Gerber, Iittala, Royal Copenhagen, Waterford and Wedgwood for digital transformation.
- In July 2021, TCS launched Jile 5.0, a key release of its Enterprise Agile, on-the-cloud services, planning and delivery tool that enables enterprises to meet the large-scale development needs of multiple distributed teams.

Government Initiatives

Some of the major initiatives taken by the Government to promote IT and ITeS sector in India are as follows:

- In November 2021, the government launched Internet Exchange in Uttarakhand to enhance the quality of internet services in the state.
- The Karnataka government has signed three MoUs worth US\$ 13.4 million (Rs. 100.52 crore) to help the state's emerging technology sector.
- In August 2021, the Union Minister of State for Electronics and Information Technology, Mr. Rajeev Chandrasekhar, announced that the IT export target is set at US\$ 400 billion for March 2022. In addition, the central government plans to focus in areas, such as cybersecurity, hyper-scale computing, artificial intelligence and blockchain.
- In September 2021, the Indian government announced a plan to build a cyber lab for the 'Online Capacity Building Programme on Crime Investigation, Cyber Law and Digital Forensics' to strengthen cyber security capabilities.
- In September 2021, the Ministry of Electronics and Information Technology (MeitY) organised a workshop under the theme of 'Connecting all Indians', to promote public and private stakeholders' interest in the country and expand internet access to remote areas.
- In September 2021, the Indian government launched the Meghalaya Enterprise Architecture Project (MeghEA), to boost service delivery and

governance in the state by leveraging digital technologies, to make Meghalaya a high-income state by 2030.

- In September 2021, the Indian government launched Phase II of Visvesvaraya PhD Scheme to encourage research in 42 emerging technologies in Information Technology (IT), Electronics System Design & Manufacturing (ESDM) and Information Technology Enabled Services (ITES).
- In September 2021, the Indian government inaugurated five National Institute of Electronics & Information Technology (NIELIT) Centres, in three North Eastern states to boost availability of training centres and employment opportunities.
- In August 2021, the India Internet Governance Forum (IIGF) – 2021 was launched at Electronics Niketan in New Delhi by the National Internet Exchange of India (NIXI), the Ministry of Electronics and Information Technology (MeitY) and the Chairman of the Coordination Committee of the IIGF-2021. The event will take place over three days beginning October 20, 2021. The meeting's topic this year is Inclusive Internet for Digital India.
- On July 2, 2021, the Ministry of Heavy Industries and Public Enterprises launched six technology innovation platforms to develop technologies for globally competitive manufacturing in India. The six technology platforms have been developed by IIT Madras, Central Manufacturing Technology Institute (CMTI), International Centre for Automotive Technology (iCAT), Automotive Research Association of India (ARAI), BHEL and HMT in association with IISc Bangalore.
- In Budget 2021, the government has allocated Rs. 53,108 crore (US\$ 7.31 billion) to the IT and telecom sector.
- Department of Telecom, Government of India and Ministry of Communications, Government of Japan signed a MoU to enhance

cooperation in areas of 5G technologies, telecom security and submarine optical fibre cable system.

Road Ahead

India is the topmost offshoring destination for IT companies across the world. Having proven its capabilities in delivering both on-shore and off-shore services to global clients, emerging technologies now offer an entire new gamut of opportunities for top IT firms in India. Indian IT & business services industry is expected to grow to US\$ 19.93 billion by 2025.

In November 2021, Mr. Piyush Goyal, Minister of Commerce and Industry, Consumer Affairs, Food and Public Distribution and Textiles, lauded the Indian IT sector for excelling its competitive strength with zero government interference. He further added that service exports from India has the potential to reach US\$ 1 trillion by 2030.

1.3 COMPANY PROFILE

RAF Infotech, A fast growing company established for providing IT Infrastructure, Consulting, Staffing & Recruitment services to IT Companies. Our unique consulting approach ensures that long term IT requirements are taken into consideration to derive a road-map that best aligns with your business needs and growth. We assist our clients to achieve a better alignment of IT to business by constructing a comprehensive and inclusive approach to Design, Transition, Operation and continual improvement by complimenting with IT Managed and Manpower services.

As a reinforce service towards IT Infrastructure and IT Consulting Services, we also offer complete Manpower solutions, where job seekers are mapped to the job requirement using comprehensive profiling techniques. Each profiling is done as per the requirement of the employer with regards to the managerial, technical, logical, analytical, communicative and motivational factors required for the job Matching the profile of the job seeker to the Job requirement of the employer to provide for a perfect integration to the company.

Our Vision

Our Vision is to bring to our customer with innovative and cost effective solutions, with best Support Services thus gaining their confidence, trust and be a part of their growth story.

Our Mission

Our Mission as a growing organization we continuously strive for excellence and to provide our customer “Value for Money “ Solutions, Products and Support Services.

IT Consulting

RAF Infotech consultants define, design and execute strategies that drive your business growth, reduce costs and create new revenue streams. We take a “big picture” approach, working with you to learn your business vision and goals, IT environment, skill requirements and policies. Then we develop short- and long-term strategies based on best practices to deliver measurable results.

The RAF Infotech approach reduces the risk of mid-course corrections and delivers more predictable outcomes.

RAF Infotech focuses on Infrastructure Management services as one of its key activities. Since most corporate functions are carried out by its IT structure, RAF Infotech ensures that management is effective and contributing to the overall efficiency of its working system and revenue.

Hardware and software support

- Troubleshooting of Desktop / Server / Laptop Components
- Disk formatting / Partition Making / Re installations
- Installation / Up gradation / Maintenance
- Desktop Inventory & IP Address Management
- Virus Protection & Updates
- Track Inventory Warranty Information
- Server-side Anti-Virus Protection & Anti Spam Filtering
- Microsoft Exchange Support

- Back-ups
- User Specified Software Installation
- Installation & Configuration
- Troubleshooting of any OS Operational issue
- Update of OS patches

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.

Our services

- Project Management
- Server/Systems Management
- Network (LAN/WAN) Management
- Database Management
- Mail Management
- Application Management
- Asset Management
- Datacenter Management
- Manpower Deployment
- Call Management

Permanent Staffing

Permanent staffing is attaining great importance in the human resource industrial stratagem of every company in today's trend. Rightly so, as an organization that is equipped with quality and dedicated permanent staff has a greater chance of surviving and succeeding in the long run.

Contract Staffing

We bring you the innovative staffing solutions which are agile enough to meet the rapidly changing talent needs of today's world of work. No matter what form these solutions take – short-term assignments, seasonal placement or workforce management programs – we provide rapid access to highly qualified talent and a better approach to matching the right associate with the right position resulting in better business results. Our contingent workforce solutions give you the increased flexibility to whether seasonal highs and lows or deliver on a critical opportunistic initiative.

Temporary—or contract—employment allows you to choose when and where you want to work. Contract assignments can be as short as one day or as long as several years. In today's competitive business environment, employers are increasingly

turning to contract staffing for special projects, workload fluctuations, and staff shortages. As a result, contract placement is becoming a popular career option for many professionals.

Corporate Training

RAF Infotech Pvt Limited is a dynamic IT Solution company founded by IT veterans with vast industry experience. Whether you need your team to be trained on traditional technologies like .Net, Java, Testing or niche technologies like Salesforce or Hadoop, RAF is the one-stop place for your corporate training needs. We have expertise training small companies to fortune 500 companies and we are the official corporate training partner for many Corporate companies. At RAF Infotech we offer customized training programme for your corporate training needs.

1.4 REVIEW OF LITERATURE:

Ina Landau; [2022]

Conducted a study to evaluate Due to environmental legislation, economic influences and increasing concern about the environment among the general public, today's businesses are becoming more committed to environmental issues. Some enterprises yet have implemented a green strategy. This thesis aims at identifying issues that determine the long-term efficiency of green marketing and how confidence and trust plays a role in order to gain competitive advantage through customer satisfaction and customer retention. The common denominator of both, CRM and green marketing is the creation of confidence, trust and value for customers. So, focus is laid on measures that lend credibility to companies' green marketing by interviewing experts and observing their opinions about green marketing and eco-labeling.

Paramita Saah; Yanni Zhao; [2021]

In the last few years, we have witnessed a substantial growth of internet- based services, both from pure Internet businesses and from traditional companies that are developing online services. One of the key challenges of the Internet as a service delivery channel is how they manage service quality, which holds a significant importance to customer satisfaction. The purpose of this research was to gain a better understanding of the service quality dimensions that affect customer satisfaction in the Internet banking sector from a consumer perspective. Based on a detailed literature review, a frame of reference was developed. Five service quality dimensions were selected to be tested in the Internet banking sector in order to explore the relationship between service quality and customer satisfaction. A qualitative research approach was used to get a better understanding of this issue. However, a small quantitative survey was also conducted to support the results obtained from the qualitative study. The empirical data were gathered through in- depth interviews with four people by using a semi-structured questionnaire and a survey were conducted with 25 people. Data presentation and analysis were done in accordance with the research questions and the frame of reference. Finally, in the last chapter findings and conclusions were drawn by answering the research questions. Nine service quality dimensions in Internet banking were identified in this study (i.e., efficiency, reliability, responsiveness, fulfillment, privacy, communication, personalization, technology update, and logistic/technical support). The quality performance of all the nine dimensions was shown to have a strong impact on customer satisfaction. Efficiency, reliability, responsiveness, fulfillment, privacy was found to be the core service quality dimensions in Internet banking. Finally, technology update and logistical or technical support was two new dimensions found in this study.

Laleh Nosrati; [2021]

The daily growth of the internet and e-commerce has changed the way of marketing and selling products and services. As a result of development in electronic information resources and the evolution of the "digital age" product sellers and information service providers face many new challenges. Internet is changing the way corporations conduct business with their consumers who are increasingly expecting higher services, becoming time saved, and wanting more convenience. In addition e-service quality is an essential strategy to gain success, according to the results of previous literatures, probably more important than a low price for online companies. Since one of the main duties of the internet as a communication channel is how to manage service quality, which holds a significant importance to customer satisfaction, the purpose of this research is to gain a better understanding of the impact of web site quality factors on customer satisfaction. Also, through literature it is clear that there is a relation between e-trust, satisfaction and quality. For this reason, based on a detailed literature review, and in order to find the impact of website quality factors on customer satisfaction, a model with four website quality factors was selected to be tested in online bookstores in Iran, and also e-trust item is added to this model in order to examine the relation of this factor with satisfaction and quality. Then quantitative research was conducted and data were gathered through an online survey. The results in our research suggest that quality has a strong impact on satisfaction and also e-trust has a reasonable impact on quality and through quality affects satisfaction. Our findings indicate that reliability is the most important indicator of quality from the Iranian online book shoppers' perspective. In addition, since customer service is the only factor that directly affects satisfaction: it is a key strategy to increase the level of satisfaction straightaway. The results presented in this research will help companies to locate their position against competitors, pin point their weak points and determine which website characteristics will improve their performance and also it can provide an evaluation of the extent to which information and services comprehensible for all users and to extent to which the features and functions.

Oladayo Odujobi; [2020]

Customer satisfaction is an increasing challenge for telecommunication companies. In the last few years, the mobile telecom market has witnessed a substantial growth and rapid changes globally, as well as domestically in Nigeria. Customer satisfaction is a critical issue in the success of any business system. The purpose of this research is to evaluate “whether” and “how” ZAIN customers are satisfied or dissatisfied with the customer service provided at ZAIN outlets in Port Harcourt region with the help of service quality by the customers of the outlets. The research would be based mainly on quantitative method; i.e. questionnaire method using service quality and satisfaction attributes, along with literature review and personal interview results to develop the questionnaire. The Service Quality Gap which aims at measuring the customer satisfaction, by comparing their expectation and perception of service after experiencing the service, serves as the theoretical framework for the research. Moreover, SERVQUAL dimensions covering Reliability, Assurance, Empathy, Responsiveness and Tangibles are used in the further development of theory and modeling of the questionnaire for this research.

A review of relevant literature is used to develop a new integrated model with ideas from the Kano model, SERVQUAL, Taguchi loss function, Importance Performance Analysis (IPA) and a new model, the "Trade-Off Importance". A survey was carried out for 18 external customers and internal stakeholders.

The model has demonstrated its robustness and credibility to set the specification limits. Additionally it is a very powerful tool to set the strategic directions and for service quality measurement. As far as we know, this thesis is the first attempt to create a roadmap to set the specification limits in services. Researchers should find a proposed model to fill the research gap. From a managerial standpoint, the practical benefits in Siemens Industrial Turbo machinery AB, suggest a new way of communicating to customers.

A group of researchers of the Center for the Study of Social Policy (2022) conceptualize that satisfaction is based on the customer's experience of both contact with the organization (the moment of truth) and personal outcomes. According to these researchers, satisfaction can be experienced in a variety of situations and connected to both goods and services. To another extent, these researchers defined satisfactions as a "highly personal assessment" that is greatly influenced by "individual expectations". This definition views "individual" element as powerful force to create satisfaction. Likewise, many researchers (Oliver, 1981; Brady and Robertson, 2001¹⁴) conceptualize customer satisfaction as an individual's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations.

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 experience and 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

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 does not gain the expected service guaranteed by the provider (2000). The authors (Levesque & McDougall, 2000).

CHAPTER 2 - MAIN THEME OF RESEARCH

2.1 OBJECTIVES:

PRIMARY OBJECTIVE:

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

SECONDARY OBJECTIVES:

- 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

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.

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.

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

2.2 RESEARCH METHODOLOGY:

MEANING:

Research also starts with question or problem .its purpose is to find answer to question through the applicants of scientific method it pursuit of the track with the help of the study and observation.

RESEARCH DESIGN:

A frame work or blueprint for conducting for the marketing research project it details of the procedures necessary for attaining the information needed to structure and/or solving Marketing research problem.

DESCRIPTIVE RESEARCH:

Descriptive research is a type of conclusive research that has its major objective.

METHOD OF DATA COLLECTION:

PRIMARY DATA:

Primary data is collected through Questionnaire.

SECONDARY DATA:

Considerable data has also been taped from previous research papers, articles and newspapers were also referred.

SAMPLING SIZE:

Sample size is the number of the elements to be included of the study. Determining the sample size is complex and involves several qualitative and quantitative considerations. Sample size chosen for this study is 200 customers.

TYPES OF CHARTS USED:

- BAR CHART
- PIE CHART

STATISTICAL TOOLS USED:

- Chi-square test
- One-Way ANOVA test
- Karl Pearson Correlation

CHI- SQUARE TEST I – (χ^2)

A chi-squared test, also referred to as chi-square test or χ^2 test, is any statistical hypothesis test in which the sampling distribution of the test statistic is a chi-squared distribution when the null hypothesis is true, or any in which this is asymptotically true, meaning that the sampling distribution (if the null hypothesis is true) can be made to approximate a chi- squared distribution as closely as desired by making the sample size large enough.

The χ^2 test was first used by Karl Pearson in the year 1980. The quantity χ^2 describes the magnitude of the discrepancy between theory and observation.

It is calculated using:

$$\chi^2 = \sum [(O_i - E_i)^2 / E_i] \text{ with } (n - 1) \text{ degrees of freedom.}$$

Where, O_i refers to the observed frequency & E_i to the expected frequencies. χ^2 was used as a test of independence and goodness of fit.

ONE WAY ANOVA TEST:

In statistics, one-way analysis of variance (abbreviated one-way ANOVA) is a

technique used to compare means of two or more samples (using the F distribution). This technique can be used only for numerical data. The ANOVA tests the null hypothesis that samples in two or more groups are drawn from the same population. To do this, two estimates are made of the population variance. These estimates rely on various assumptions.

Assumptions:

1. The results of a one-way ANOVA can be considered reliable as long as the following assumptions are met:
2. Response variable must be normally distributed (or approximately normally distributed).
3. Samples are independent.
4. Variances of populations are equal.
5. Responses for a given group are independent and identically distributed normal random variables

ANALYSIS USING KARL PEARSON'S CORRELATION:

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables. The Pearson product-moment correlation coefficient is a measure of the strength and direction of association that exists between two variables measured on at least an interval scale. It is denoted by the symbol r .

$$r = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2} \sqrt{N\sum Y^2 - (\sum Y)^2}}$$

CHAPTER 3 - DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

TABLE 1:

AGE OF RESPONDENTS			
S.NO	AGE	FREQUENCY	PERCENTAGE
1	20-30 years	38	32%
2	31-40 years	55	46%
3	41-50 years	15	12%
4	Above 50 years	12	10%
	TOTAL	120	100

Source: primary data

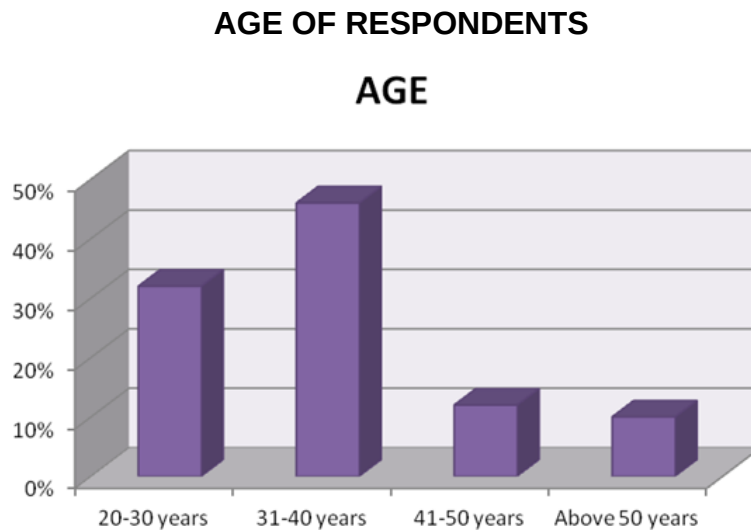


Fig.3.1. graph representation of age of respondents

INFERENCE: From the above table it is inferred that 46% of respondents are between the age of 31-40 years, 32% of respondents are between the age group of 20-30 years, 12% of respondents are in the age of 41-50 years, 10% of respondents are above 50 years of age

TABLE 2: GENDER

S.NO	GENDER	FREQUENCY	PERCENTAGE
1	MALE	85	71%
2	FEMALE	35	29%
	TOTAL	120	100

Source: primary data

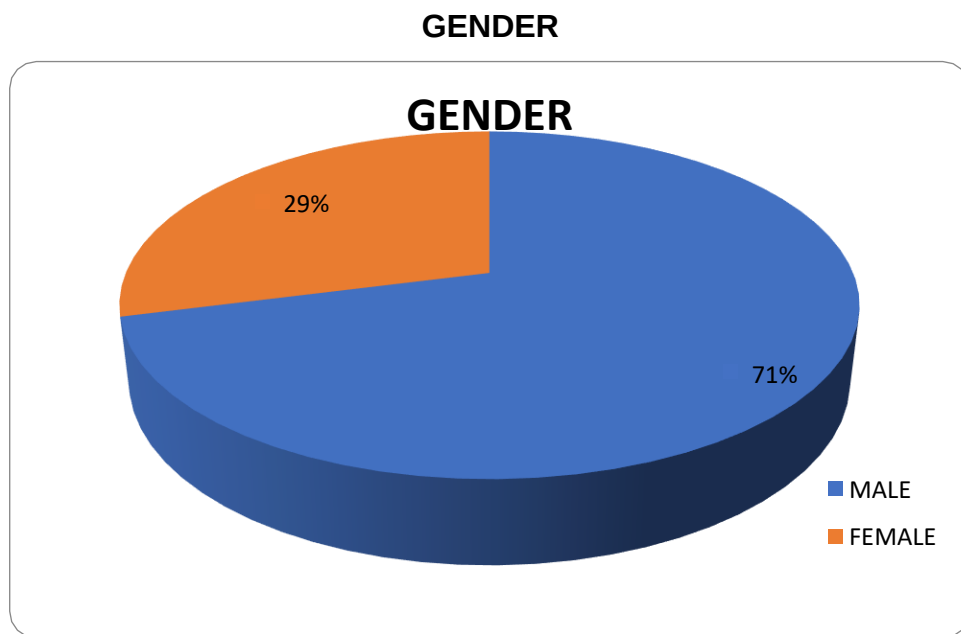


Fig.3.2 chart representation of gender of respondents

INFERENCE:

From the above table it is inferred that 66.9% of respondents are females and 33.1% respondents are male.

TABLE 3:

EDUCATION QUALIFICATION OF THE RESPONDENTS

S.NO	QUALIFICATION	FREQUENCY	PERCENTAGE
1	DIPLOMA	6	5%
2	UNDER GRADUATION	78	65%
3	POST GRADUATION	36	30%
	TOTAL	120	100

Source: primary data

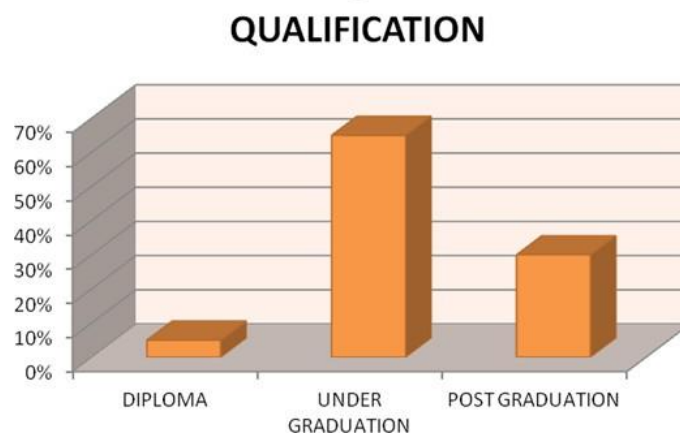


Fig.3.3 representation of education qualification of the respondents

INFERENCE:

From the above table it is inferred that 65% of respondents are graduates, 30% of respondents are Post graduates and 5% of respondents have finished Diploma.

TABLE 4:**SIZE OF THE COMPANY**

S.NO	SIZE OF THE COMPANY	FREQUENCY	PERCENTAGE
1	Start-up	14	12%
2	Small	58	48%
3	Medium	36	30%
4	Large	12	10%
	TOTAL	120	100

Source: primary data

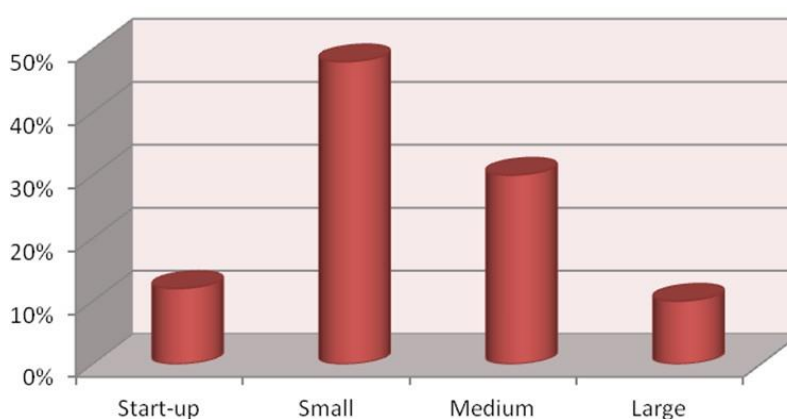
SIZE OF THE COMPANY

Fig.3.4. graph representation of size of the company

INFERENCE:

From the above table it is inferred that 48% of the respondents are from small companies, 30% of the respondents are from medium sized companies, 12% of the respondents are from start-ups and 10% of the respondents are from larger companies.

TABLE 5:**NATURE OF BUSINESS**

S.NO	NATURE OF BUSINESS	FREQUENCY	PERCENTAGE
1	IT	74	62%
2	Non- IT	38	32%
3	NGO	3	2%
4	Others	5	4%
	TOTAL	120	100

Source: primary data

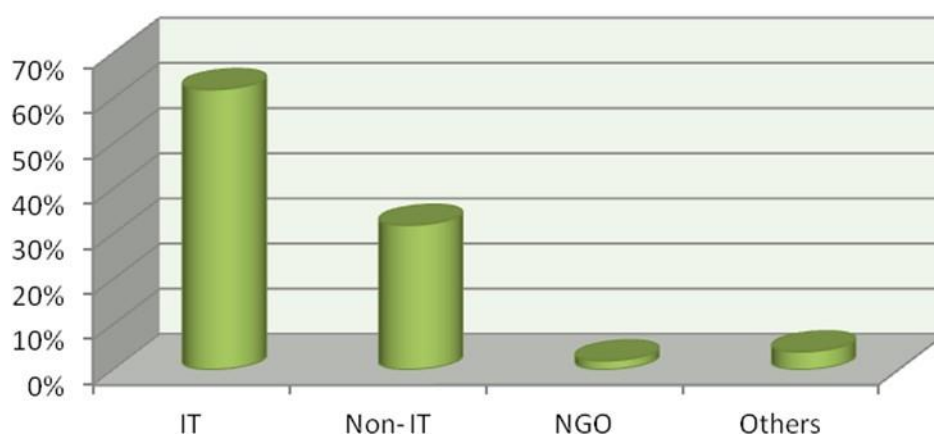
NATURE OF BUSINESS

Fig.3.5. graph representation of nature of business

INFERENCE:

From the above table it is inferred that 62% of the respondents are IT customers, 32% of the respondents are Non-IT customers, 2% of the respondents are NGO customers and 2% of the respondents are from others category of business.

TABLE 6:**EMPLOYEE STRENGTH**

S.NO	EMPLOYEE STRENGTH	FREQUENCY	PERCENTAGE
1	Less than 10	14	12%
2	11-100	58	48%
3	100 – 500	36	30%
4	More than 500	12	10%
	TOTAL	120	100

Source: primary data

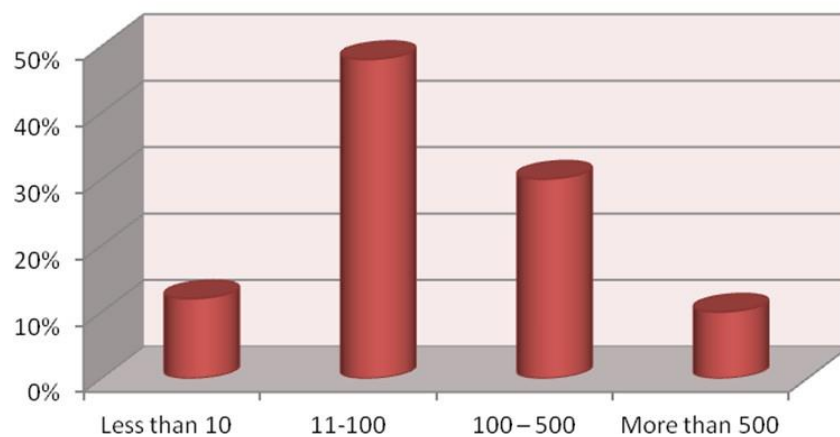
EMPLOYEE STRENGTH

Fig.3.6. graph representation of employee strength

INFERENCE:

From the above table it is inferred that 62% of the respondents are IT customers, 32% of the respondents are Non-IT customers, 2% of the respondents are NGO customers and 2% of the respondents are from others category of business

TABLE: 7

METHODS USED TO MAINTAIN THE DATA:

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Book entry	30	25
2	Fully automated	60	50
3	Semi-automated	30	25
	TOTAL	120	100

Source: primary data

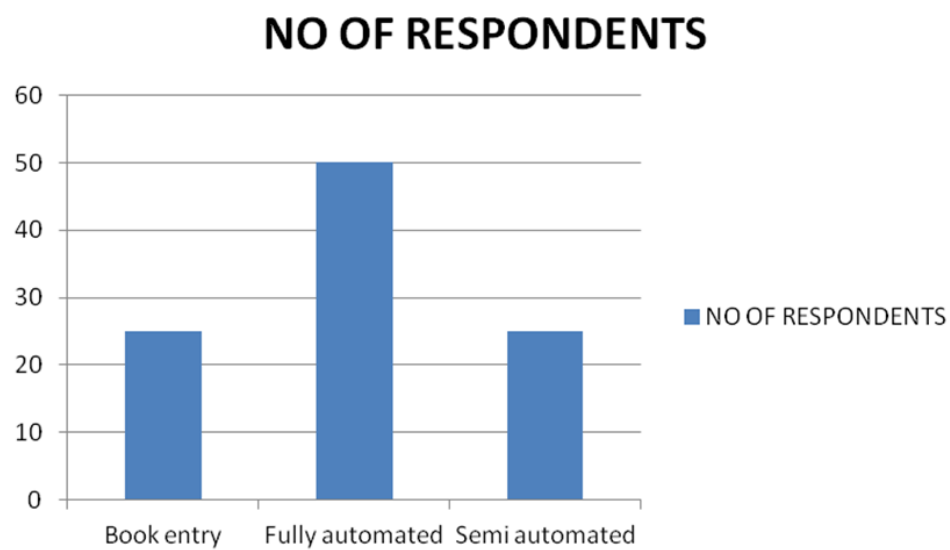


Fig.3.7. graph representation of methods used to maintain the data

INFERENCE:

From the above table it is inferred that 50% of the respondents used fully automated system to maintain the data.

TABLE 8**ENHANCED YOUR BUSINESS PROCESSES YEAR ON YEAR**

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Agree	66	55
2	Neutral	24	20
3	disagree	30	25
	TOTAL	120	100

Source: primary data

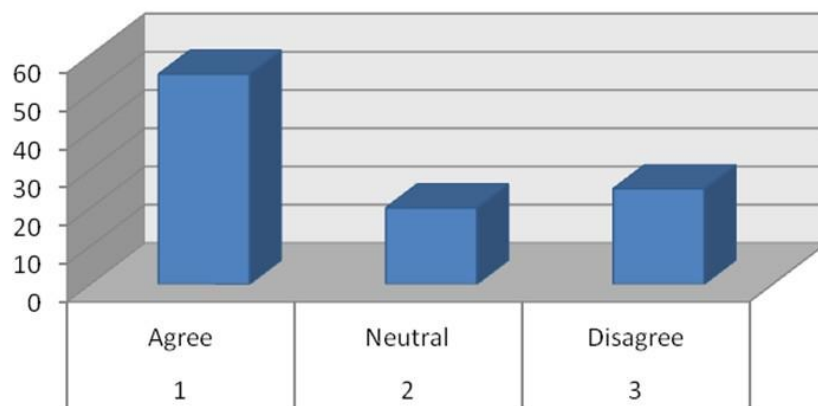
**BUSINESS ENHANCEMENT THROUGH
AUTOMATION**

Fig.3.8. graph representation of business enhancement

Inference:

From above the table it is inferred that 55% of the respondents agree that enhancement of business processes happens year on year through automation.

TABLE: 9**PRODUCTIVITY LEVEL ACHIEVED**

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	High	48	40
2	Moderate	36	30
3	Low	36	30
	TOTAL	120	100

Source: primary data

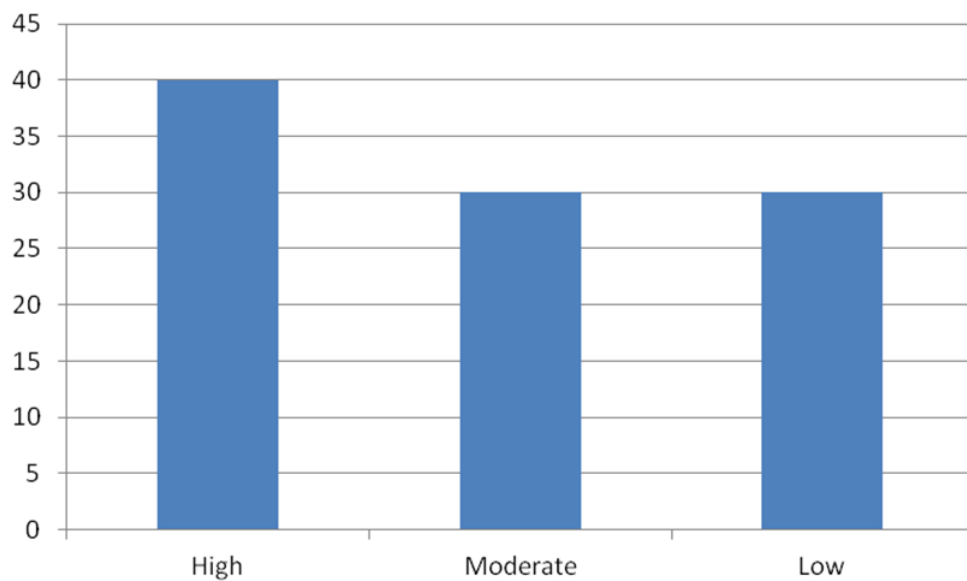


Fig.3.9. graph representation of productivity level achieved

Inference:

From above the table it is inferred that 40% respondents says their productivity level achieved is high through the system implementation

TABLE 10**FULLY AUTOMATED DEPARTMENT:**

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Front Office	72	60
2	Sales / Marketing	12	10
3	Purchase & Inventory	12	10
4	Accounting	24	20
	TOTAL	120	100

Source: primary data

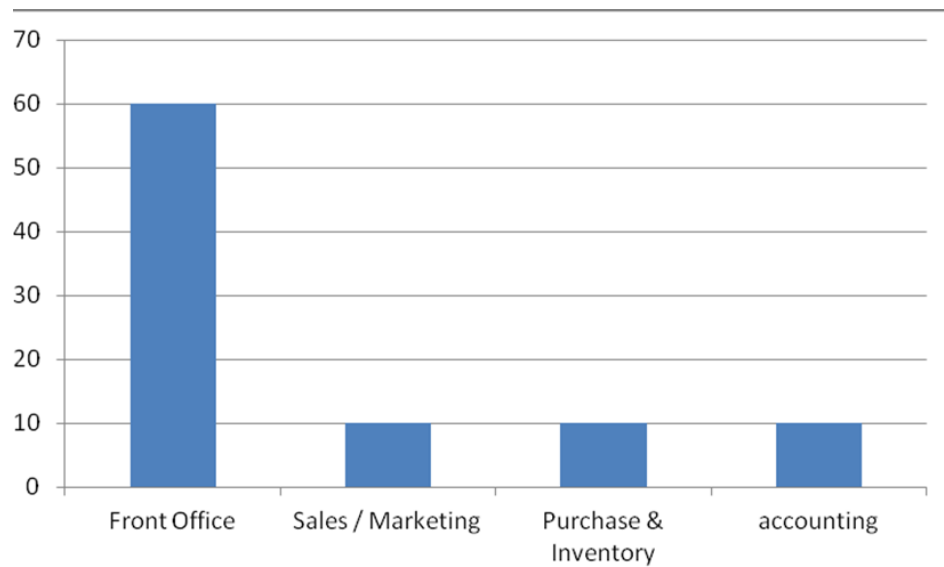


Fig.3.10. graph representation of fully automated department

Inference:

From above the table it is inferred that 60% of the respondents feels their front office is fully automated.

TABLE: 11**KIND OF MIS:**

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Online	12	10%
2	Off line	108	90%
	TOTAL	120	100

Source: primary data

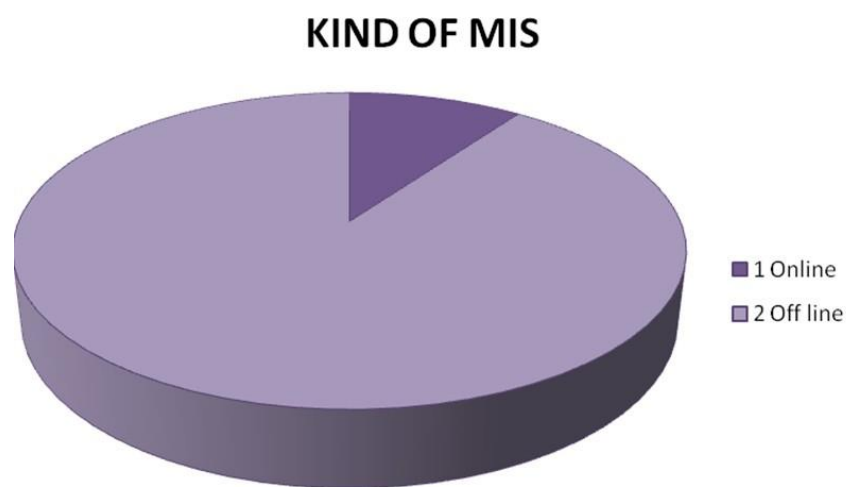


Fig.3.11. chart representation of kind of MIS

Inference:

From above the table it is inferred that 10% of people wants online MIS, 90% does not wants online MIS.

TABLE: 12**ALERTS FROM SYSTEM:**

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Regularly	72	60
2	Frequently	36	30
3	Rarely	12	10
	TOTAL	120	100

Source: primary data

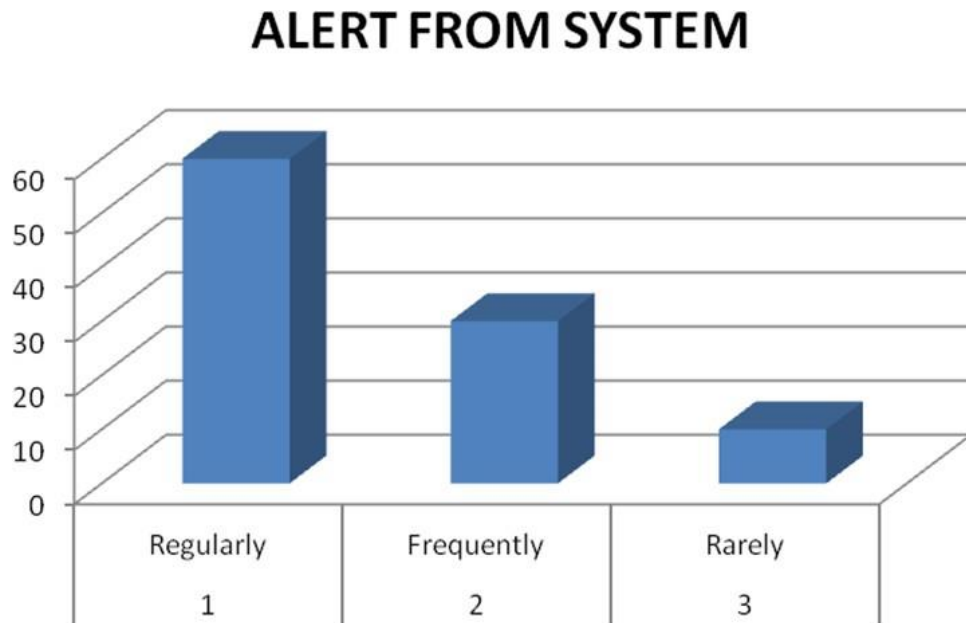


Fig.3.12. graph representation of alerts from system

Inference:

From above the table it is inferred that 60% of people get regular alert from the system.

TABLE: 13

DATA SECURITY LEVEL

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Highly secured	80	67
2	Secured	33	27
3	Not secured	7	6
	TOTAL	120	100

Source: primary data



Fig.3.13. graph representation of data security level

Inference:

From above the table it is inferred that 67% of the respondents says that their data is highly secured.

TABLE: 14

REDUCED YOUR WORKFORCE AFTER AUTOMATION:

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	<10	24	20
2	10-20	12	10
3	20-30	36	30
4	> 30	48	40
	TOTAL	120	100

Source: primary data

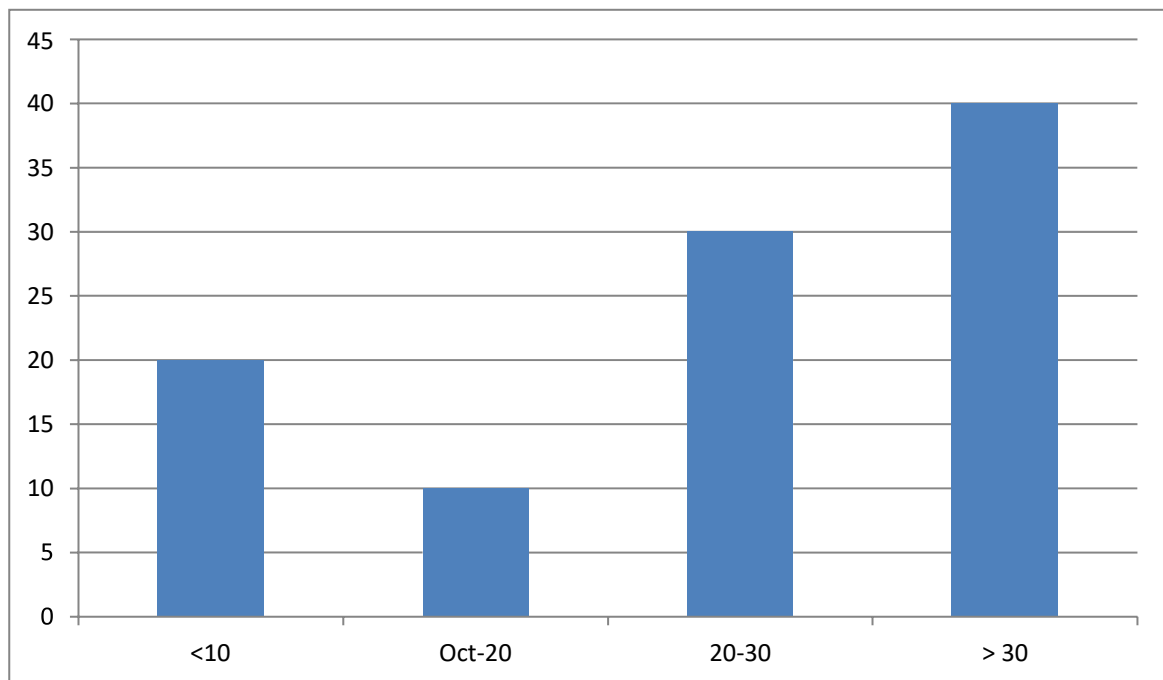


Fig.3.14.graph representation of workforce after automation

Inference:

From above the table it is inferred that 40% of people accepted that the work force is reduced after automation.

TABLE: 15

BUDGET SPENT:

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	< 1L	24	20
2	1 – 2L	12	10
3	2 – 3L	72	60
4	3 – 4L	12	10
	TOTAL	120	100

Source: primary data

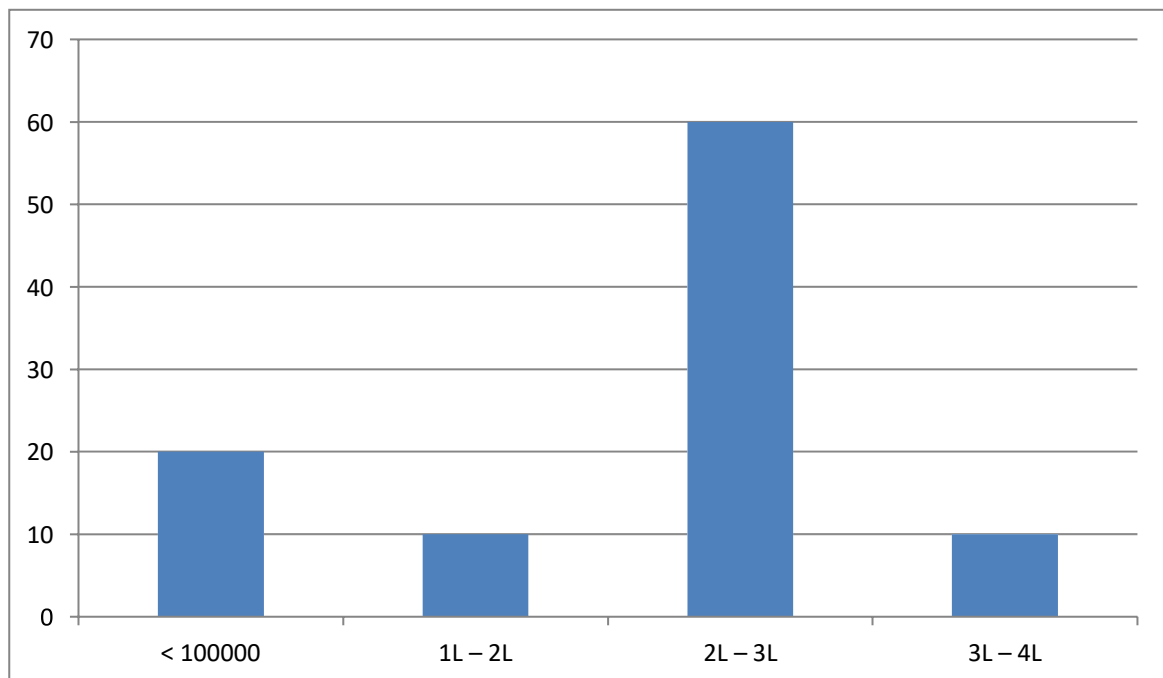


Fig.3.15.graph representation of budget spent

Inference:

From above the table it is inferred that 60 % of people accepted that they spent 2 - 3L as their budget.

TABLE: 16

RECOMMEND THE PRODUCTS OF RAF INFOTECH:

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Management	48	40
2	Friends	48	40
3	Others	24	20
	TOTAL	120	100

Source: primary data

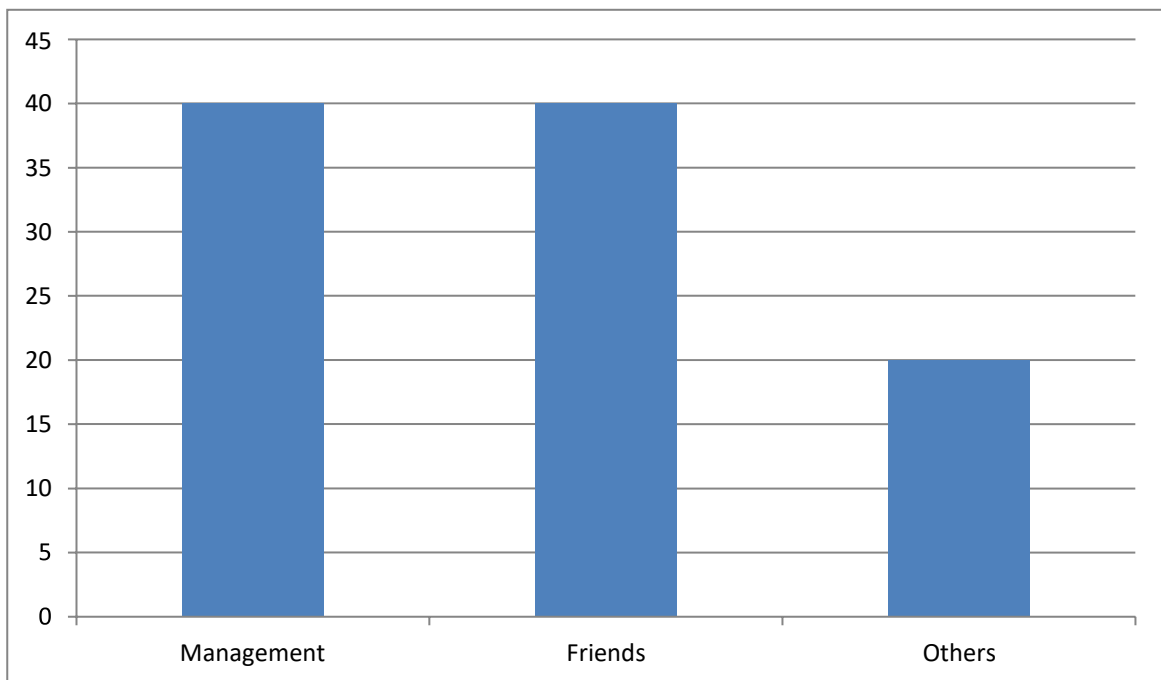


Fig.3.16.graph representation of product recommendation

Inference:

From above the table it is inferred that 40% of the respondents said that they will recommend this system to their friends and management.

TABLE: 17

PRICING STRATEGY OF THE PRODUCT:

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Expensive	24	20
2	Affordable	72	60
3	Cheap	24	20
	TOTAL	120	100

Source: primary data

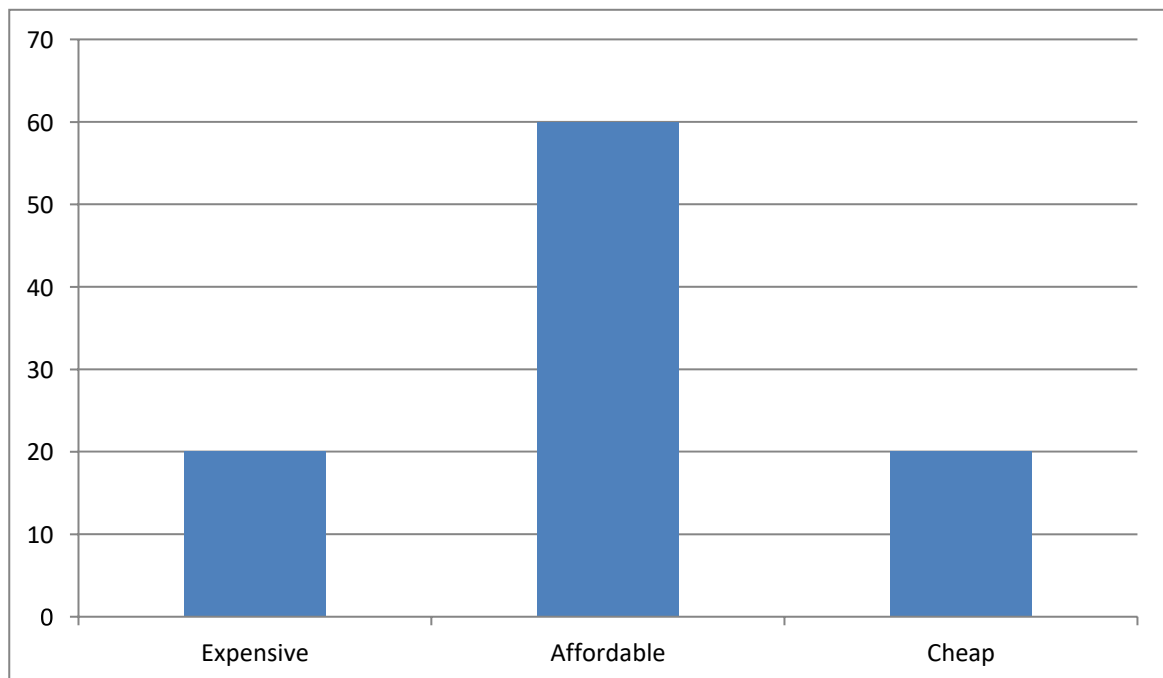


Fig.3.17. graph representation of pricing strategy

Inference:

From above the table it is inferred that 60% of people feels that the pricing strategy of the product is affordable.

TABLE: 18

INFORMATION PROVIDED BY THE SALES PEOPLE:

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Sufficient	72	60
2	Insufficient	48	40
	TOTAL	120	100

Source: primary data

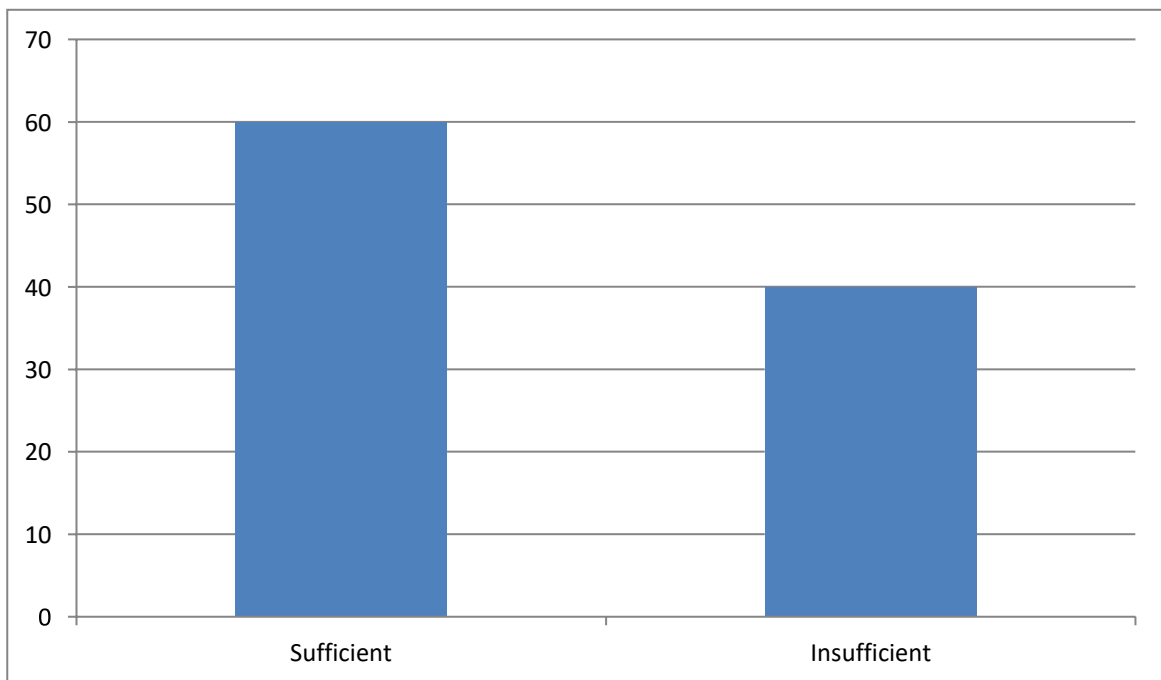


Fig.3.18.graph representation of information provided by sales people

Inference:

From above the table it is inferred that 60% of the respondents feels that information from the sales people is sufficient.

TABLE: 19

COMPANY OFFER PROVIDED:

Offer provided		Frequency	Percent
Strongly agree agree nature Disagree		64	53.0
		46	38.0
		5	4.0
		3	3.0
Total		198	98.0
Missing	System	2	2.0
Total		120	100.0

Source: primary data

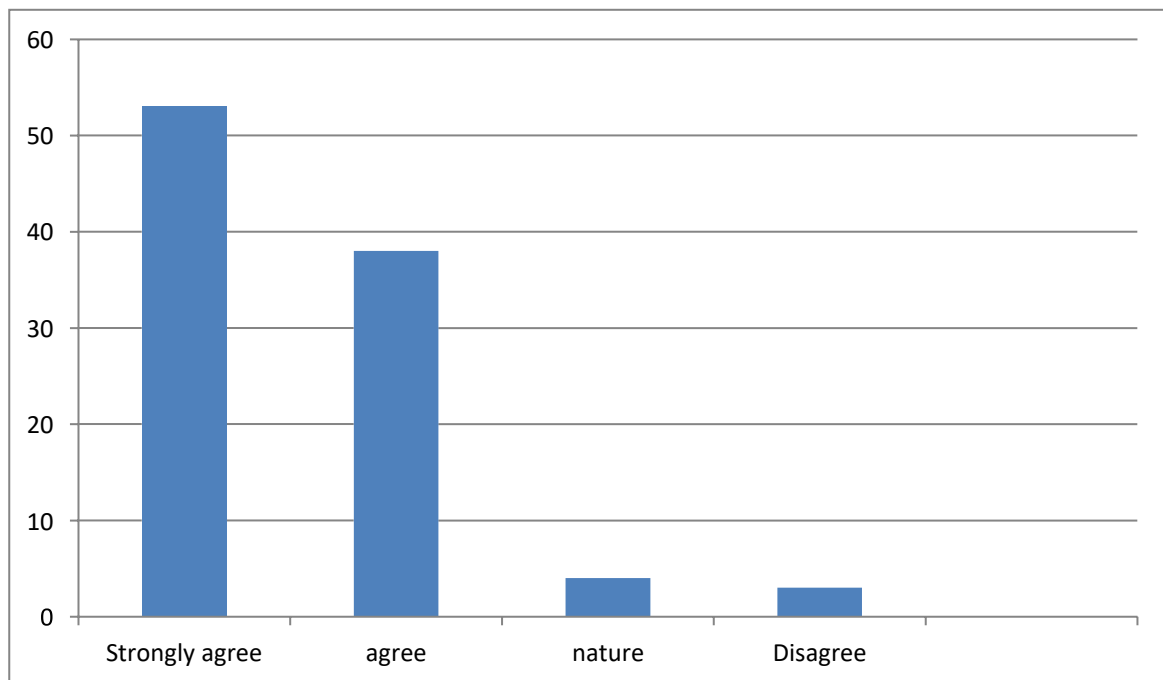


Fig.3.19. graph representation of company offers provided

Inference:

From above the table it is inferred that 54.1% of people strongly agree response, 38.8% company people agree, 4.1% people response is nature, 3.1% of people response is disagree.

TABLE: 20

COMPANY PRICE IS REASONABLE

Price is reasonable	Frequency	Percent
Strongly agree	22	18.0
agree	50	42.0
nature	41	34.0
Disagree	7	6.0
Total	120	100.0

Source: primary data

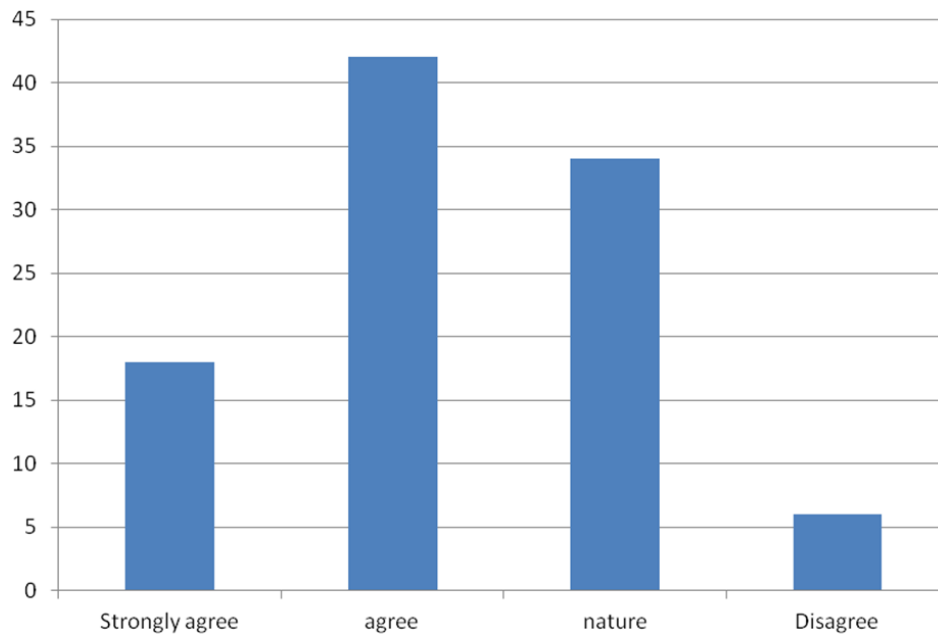


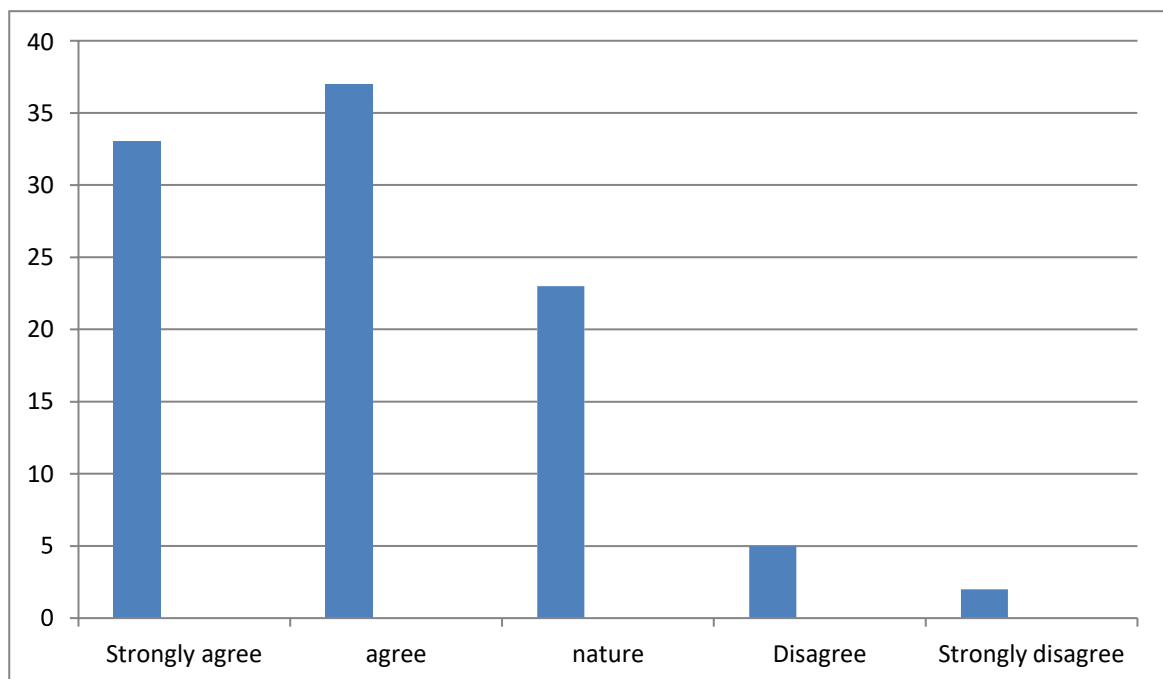
Fig.3.20. graph representation of company price

Inference:

From above the table it is inferred that 18% of people strongly agree response, 42 % company people agree, 34% people response is nature, 6% of people response is disagree

TABLE: 21**COMPANY MAINTAIN STIPULATED TIME PERIOD**

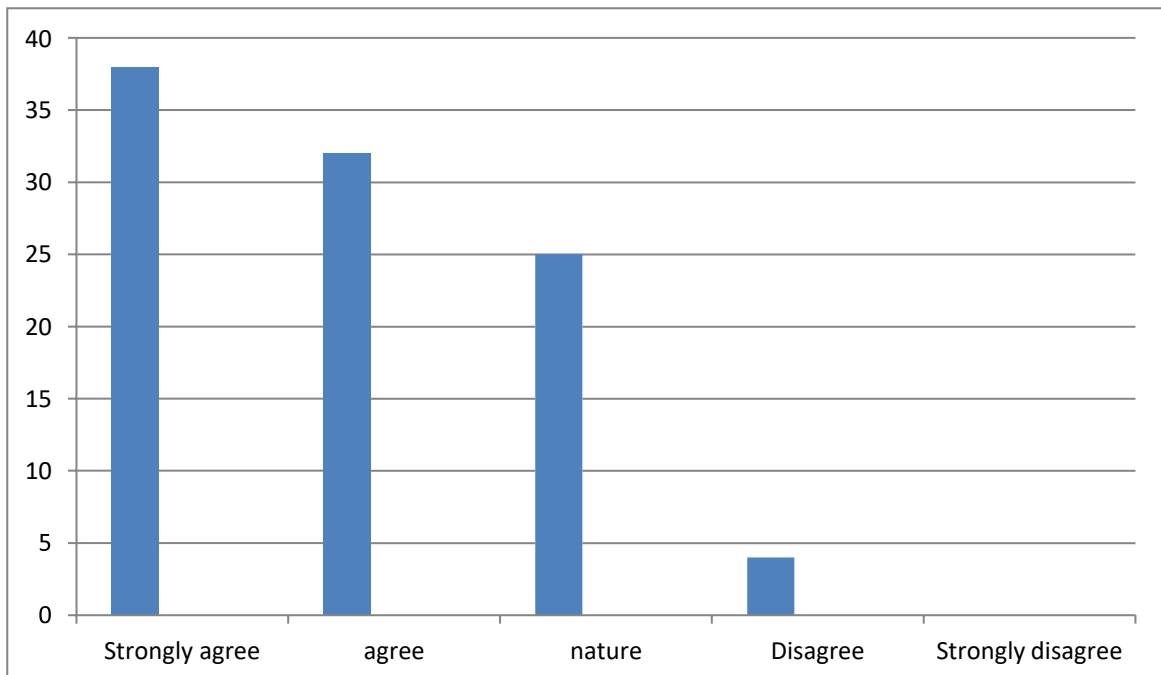
Stipulated time period	Frequency	Percent
Strongly agree	40	33.0
agree	44	37.0
nature	28	23.0
Disagree	6	5.0
Strongly disagree		
Total	196	98.0
Missing	2	2.0
Total	120	100.0

Source: primary data**Fig.3.21. graph representation of stipulated time period****Inference:**

From above the table it is inferred that 33.7% of people strongly agree response, 37.8% company people agree, 23.5% people response is nature, 5.1% of people response is disagree response.

TABLE: 22**Software User friendly:**

	Frequency	Percent
Strongly agree	46	38.0
agree	38	32.0
nature	30	25.0
Disagree	5	4.0
Strongly disagree	1	1.0
Total	120	100.0

Source: primary data**Inference:**

From above the table it is inferred that 38% of people strongly agree response, 32% company people agree, 25% people response is nature, 4% of people response is disagree and 1% response strongly disagree.

ANALYSIS USING KARL PEARSON'S CORRELATION

Correlation analysis is the statistical tool used to measure the degree to which two

variables are linearly related to each other. Correlation measures the degree of association between two variables.

Null hypothesis (Ho):

There is positive relationship between satisfaction with the offers provided by the company and after sale service of the company.

Alternate hypothesis (H1):

There is negative relationship between satisfaction with the offers provided by the company and after sale service of the company.

Correlations		Satisfied with Offers	after sale Service
Satisfied with Offers	Pearson Correlation	1	.446**
	Sig. (2-tailed)		.000
	N	120	120
after sale Service	Pearson Correlation	.446**	1
	Sig. (2-tailed)	.000	
	N	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

$$r = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2} \sqrt{N\sum Y^2 - (\sum Y)^2}}$$

$$r = 0.446$$

INFERENCE:

Since r is positive, there is positive relationship between satisfaction with the offers provided by the company and after sale service of the company.

CHI- SQUARE TEST I – (ψ^2)

Chi-square is the sum of the squared difference between observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

Null hypothesis (Ho):

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

Alternate hypothesis (H1):

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

Expected frequency = Row Total * Column Total

Grand Total

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
automated your organization data * enhanced your business processes	120	100.0%	0	.0%	120	100.0%

**automated your organization data enhanced your business processes Cross
tabulation**

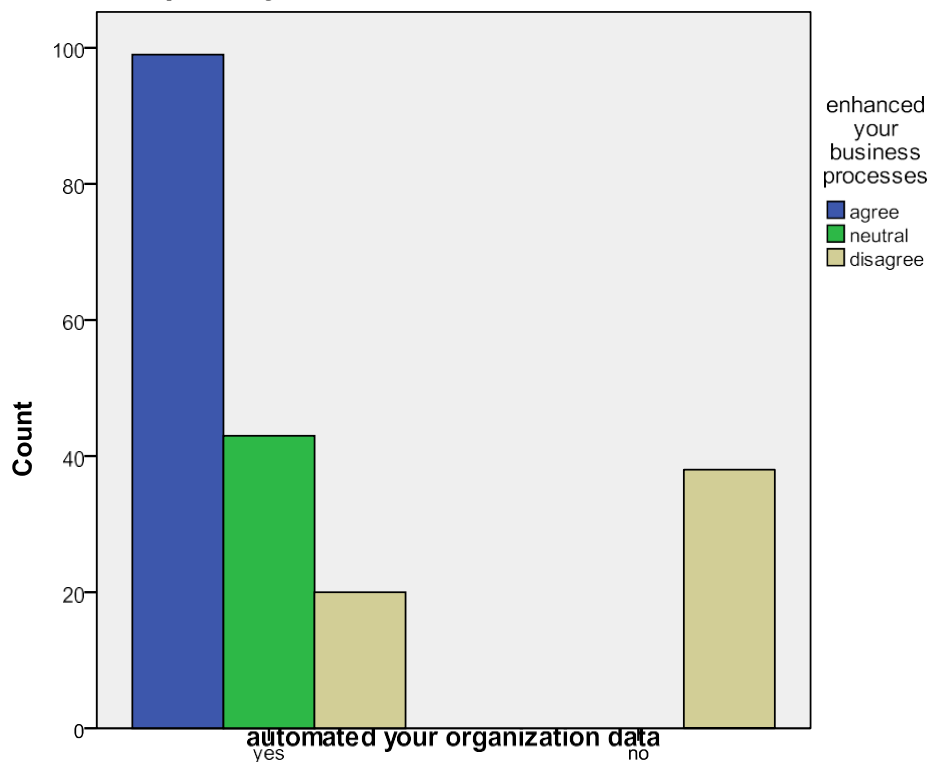
			enhanced your business processes			Total
			agree	neutral	Disagree	
automated your organization data	yes	Count	59	26	12	97
		% within automated your organization data	61.1%	26.5%	12.3%	100.0%
		% within enhanced your business processes	100.0%	100.0%	34.5%	81.0%
		% of Total	49.5%	21.5%	10.0%	81.0%
	no	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%

Chi-Square Tests

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

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.17.

Source: primary data



Calculated value = 14.8

Tabulated value = 3.841

$Z = Z_{cal} < Z_{tab}$

$Z = 14.8 < 3.841$

Hence, the null hypothesis [H_0] is rejected.

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.

CHI- SQUARE TEST I – (ψ^2)

Chi-square is the sum of the squared difference between observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

Null hypothesis (H_0):

There is no significant difference between pricing strategy of the product and information provided by the sales people about the product.

Alternate hypothesis (H_1):

There is a significant difference between pricing strategy of the product and information provided by the sales people about the product.

Expected frequency = $\frac{\text{Row Total} * \text{Column Total}}{\text{Grand Total}}$

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
pricing strategy of the product * information by the sales people	120	100.0%	0	.0%	120	100.0%

pricing strategy of the product * information by the sales people Cross tabulation

			information by the sales people		Total
			Sufficient	Insufficient	
pricing strategy of the product	expensive	Count	16	0	16
		% within pricing strategy of the product	100.0%	.0%	100.0%
		% within information by the sales people	14.8%	.0%	13.0%
		% of Total	13.0%	.0%	13.0%
	affordable	Count	73	12	85
		% within pricing strategy of the product	85.9%	14.1%	100.0%
		% within information by the sales people	69.3%	83.3%	71.0%
		% of Total	61.0%	10.0%	71.0%
	cheap	Count	17	2	19
		% within pricing strategy of the product	87.5%	12.5%	100.0%
		% within information by the sales people	15.9%	16.7%	16.0%
		% of Total	14.0%	2.0%	16.0%
Total	Count	106	14	120	
	% within pricing strategy of the product	88.0%	12.0%	100.0%	
	% within information by the sales people	100.0%	100.0%	100.0%	
	% of Total	88.0%	12.0%	100.0%	

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.137 ^a	2	.126
Likelihood Ratio	7.212	2	.027
Linear-by-Linear Association	1.753	1	.185
N of Valid Cases	120		

a. 2 cells (33.3%) have expected count less than 5.
The minimum expected count is 3.12.

Calculated value = 4.137

Tabulated value = 3.841

$Z = Z_{cal} < Z_{tab}$

$Z = 4.137 < 3.841$

Hence, the null hypothesis [H_0] is rejected.

INFERENCE:

Since the calculated value is less than the tabulated value, we accept the null hypothesis and hence there is no significant difference between pricing strategy of the product and information provided by the sales people about the product.

ONE-WAY ANOVA CLASSIFICATION

Null hypothesis (H_0):

There is no significance difference between alert from the system and level of secured.

Alternate hypothesis (H_1):

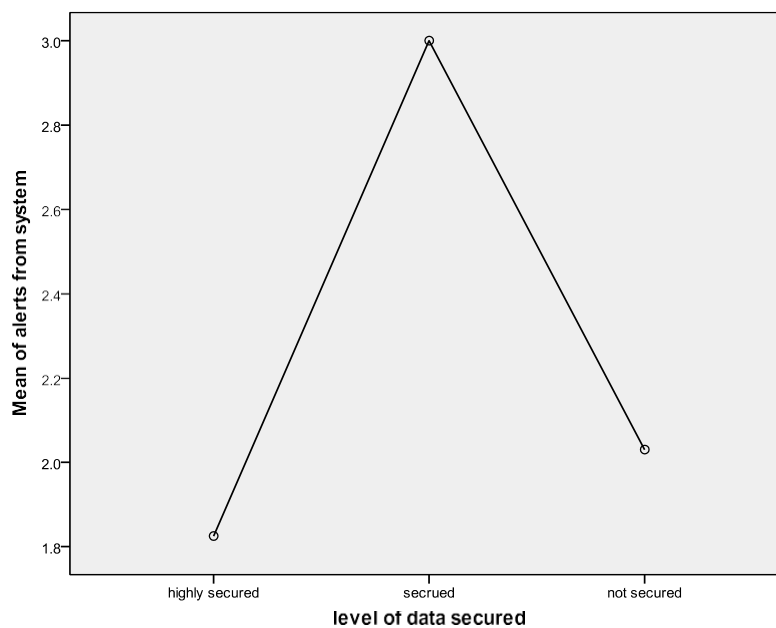
There is a significance difference between alert from the system and level of secured.

DESCRIPTIVES

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
highly secured	58	1.82	.750	.076	1.67	1.98	1	3
Secured	22	3.00	.000	.000	3.00	3.00	3	3
not secured	40	2.03	.797	.097	1.84	2.22	1	3
Total	120	2.11	.817	.058	1.99	2.22	1	3

ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	36.834	2	18.417	37.809	.000
Within Groups	95.961	197	.487		
Total	132.795	199			



INFERENCE:

The calculated value of F is less than the tabulated value. Hence, we accept the null hypothesis and conclude that there is no significant difference between alert from the system and level of secured.

CHAPTER 4

4.1 FINDINGS OF THE STUDY :

1. 61% of people accepted, 39% does not accept so this statement giving information for most of the industries service provider for any major industries.
2. 97% of people all the process using only automated system but only, 3% of people does not using automated only using manual process.
3. 50% of the respondents used fully automated system to maintain the data.
4. 55% of the respondents stay neutral about business processes year on year.
5. 40% respondents says their productivity us high.
6. 60% of the respondents feel their front office is fully automated.
7. 10% of people wants online MIS, 90% does not wants online MIS.
8. 60% of people got regularly alert from the system.
9. 50% of the respondents say that their data is regularly secured.
10. 40% of people accepted that the work force is reduced after automation.
11. 60 % of people accepted that they spent 2L -3L as their budget.
12. 40% of the respondents said that they will recommend this system to their friends.
13. 60% of people feel that the pricing strategy of the product is affordable.
14. 60% of the respondents feel that information from the sales people is sufficient.
15. 54.1% of people strongly agree response, 38.8% company people agree, 4.1% people response is nature, 3.1% of people response is disagreeing.
16. 18% of people strongly agree response, 42 % company people agree, 34% people response is nature, 6% of people response is disagreeing.
17. 33.7% of people strongly agree response, 37.8% company people agree, 23.5% people response is nature, 5.1% of people response is disagree response.

18. 38% of people strongly agree response, 32% company people agree, 25% people response is neutral, 4% of people response is disagree and 1% response strongly disagree.

4.2 SUGGESTIONS AND RECOMMENDATION:

1. Providing customer care service 24/7.
2. Company can update more technologies (Automation) in order to retain their customers.
3. Sales people are very important to the organization, company can select more efficient sales people in order to get in to the market place.
4. Organization can make their whole system into automated.
5. Companies can effectively pricing strategy for their product.

4.3 CONCLUSION:

A highlights of the study on customer satisfaction towards the RAF INFOTECH technology (p) ltd product 76% people like our product mostly the RAF Infotech product provide small scale industries, 80% people accepted our product but some people provide more better sales and services Inferred that 37.8% of people strongly agree response , 37.4% company people agree, 20.7% people response to satisfy after sales and services Find out analyzing table mostly 62% the RAF Infotech product provide small scale Industries 17% Company have a problem of RAF Infotech product

CHAPTER 5

5.1 BIBLIOGRAPHY:

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- [www.softproduct .com](http://www.softproduct.com)
- www.wikipedia.com
- www.citesales.com

ANNEXURE I- QUESTIONNAIRE

PERSONAL DETAILS:

1. Age:

- a) 20-30 years b) 30-40 years c) 40-50 years d) Above 50 years

2. Gender:

- a) Male b) Female

3. Educational Qualification:

- a) Diploma b) Graduate c) Post Graduate

4. Designation: _____

5. What is the size of your company?

- A)Start-up B) Small, C)Medium, D)Large

6. What is your nature of business?

- a) IT b) Non- IT c)NGO d)Others

7. What is the employee strength in your company?

- a) Less than 10 employees b) 11-100 c) 100 – 500 d) More than 500 employees

Level of Automation

8. Which of the following methods do you use to maintain your data

- a) Book entry b) Fully automated c) Semi automated

9. The automation has enhanced your business processes year on year?

- a)Agree b)Neutral c)Disagree

10. What productivity level have you achieved through the system implementation?

- a) High level
b) Moderate level
c) Low level

10. Which department is fully automated

1. Front Office
2. Sales / Marketing
3. Purchase & Inventory
4. Accounting

11. What kind of MIS do you require?

- a) Online b) Offline

12. How often do you get alerts from system?

- a) Regularly b) Frequently c) Rarely

13. What is the level of data secured?

- a) Highly secured
- b) Secured
- c) Not secured

14. To what level have you reduced your workforce after automation?

- a) Less than 10
- b) 10-20
- c) 20-30
- d) More than 30

15. What is your budget spent for computerization so far?

- | | |
|-----------------------|----------------------|
| a) Less than 1,00,000 | b) 1,00,000-2,00,000 |
| e) 2,00,000 -3,00,000 | d) 3,00,000-4,00,000 |
| f) | |

About RAF INFOTECH Products (New)

16. What is your opinion about solving your pain areas through RAF Infotech Product implementation at your place?

17. To whom will you recommend these products?

- a) Management
- b) Friends

c) Others

18. How do find the pricing strategy of the product?

a)Expensive

b)Affordable

c)Cheap

19. In your opinion what you say about the information provided by the sales people about our software products?

a) Sufficient

b) Insufficient

20) Existing customers satisfaction

Variables	Strongl y Agree	Agree	Neutral	Disagr ee	Strongl y Disagre e
Satisfied with Offers Provided					
Software delivered within stipulated period					
Satisfied with after sale Service					
Good attitude of the customer service representative					
Problems in using the software					

21) Any Suggestions to improve your satisfaction level?

ANNEXURE 2- ARTICLE

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 experience and 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 does 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 business process and enhancement of automation process.

Alternate hypothesis (H1):

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

			enhanced your business processes			Total
			agree	neutral	Disagree	
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	.0%	.0%	65.5%	19.0%

	processes				
	% 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	14.857 ^a	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 their customers.

Sales peoples are very important to the organization, company can select more efficient sales people inorder 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 RAFInfotech 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 response , 37.4% company people agree,20.7% people response to satisfy after sales and services Findout analyzing table mostly 62%the RAF Infotech product provide small scale Industries17%Company have a problem of RAF Infotech product.

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