

# Introduction renewed technology and telecom sectors and a



Introduction of the Study  
In the past, the air-conditioning (AC) industry reeled under a regime of high taxation, which effectively acted as a damper to growth. The scenario underwent a dramatic change in the 90s with economic reforms and liberalization. Growing industrialization and an expanding middle class with higher disposable incomes led to a growth in air-conditioners demand. With the Environmental conditions deteriorating in many of our cities due to increase in traffic density, population growth and reduction in foliage cover, the Customer demand for these gadgets has registered a substantial increase. Secondly, with heavy investment coming in the information technology and telecom sectors and renewed technology and telecom sectors and a renewed governmental initiative on strengthening agricultural infrastructure (cold storage), institutional demand for the air-conditioners(AC) has increased. The domestic demand for air-conditioners is largely met by window air-conditioners.

These have improved significantly in terms of technology and are now marked aggressively. Window air-conditioners are now at par with international brands in terms of cooling capacity, noise levels and energy consumption. although the market has grown substantially in the last five years, competition is fierce. In addition to a number of Indian brands and a host of local assemblers in the unorganized sector, several multinational (MNCs) have also invested in India.

There is a substantial over capacity in the industry. A shakeout is most likely and survival will depend upon technology, pricing power and to a limited extent brand power. The nature of the industry is changing, due to environmental and energy concerns. Under the 1990 Montreal protocol, all

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the producers of air-conditioners have to stop using ozone-depleting substances from 2003 onwards. Indoor air quality is also emerging as an important issue, which may lead to paradigm shifts in technology for cooling air. Today's companies are facing tough competition. The customers have a wide choice of brands to select from. In order to survive the competition the companies have to do a better job of meeting and satisfying customer needs than their competition.

The air conditioners manufacturers and marketers exception. Customer A customer is a person who brings as his wants. It is our job to handle than profitably to him and to ourselves. A customer is a most important visitor on our premises. He is not dependent on us. We are dependent on him. In brief we can say customer is one of the assets in our successes.

According to Philip Kotler satisfaction is a person feeling of pleasure or disappointment resulting from comparing a product received performance on relation to his or her expectation. Depending on the extent to which his requirements are met a customer may be classified and delighted satisfied and dissatisfied. It also depends on his expectations and the performance on the product or service. Many companies are aiming for high satisfaction (delighted) because customer who are just satisfied still, find it easy to switch when a better offer comes along they have to generate high customer loyalty is to deliver high customer value. Importance of Customer Satisfaction: The need to satisfy customer for success in any commercial enterprise is very obvious. The income of all commercial enterprises is derived from the payments received for the products and services supplied to its customers.

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Customers are the sole reason for the existence of commercial establishment. Thus the core activity and perhaps are of the most important activities of any company is to attract and retain customer. It is transfer no surprise that Peter Drucker the management Guru has said to satisfy the customer to every business. Initially customer can be attracted by advertisements and other efforts by the marketing personal and made to buy the product and made to buy the product or services. But they are not sufficient to retaining them. They could retain the customer. Requirements for the Customer Satisfaction Since customer satisfaction is an important goal of any marketing program it becomes necessary to establish factors, which help satisfy the customer. Quality Fair prices Good customer handling skills Efficient delivery Effective and economical after sales service Serious condition of Customer complaints Quality Quality is the totality of features and characteristics of a product or services that bears on its ability to satisfy stated or implied needs.

We can say that the seller has delivered. Quality wherever the seller product or service meets or exceeds the customer expectations. Quality must be reflected in every company activities likes advertising service products literature, delivery, after sales support and so on.

Quality can always improved by learning to do things right the first and quality does not cost more. Fair Price Fair price is very important to satisfy a customer. Price is actually the cost of a product or services paid. By the customer prices should therefore commensurate with the offers perceived value. It is not buyers kill them to competition product. Good Customer

**Handling Skill** Good customer handling skill is an essential requirement for a salesman.

The salesman should understand buyer behaviour and act accordingly. The sales person should not be rigid in his dealings. Instead he should have a flexible approach adopting his presentation to each customer needs.

**Efficient Delivery** Efficient delivery is also an important requirement for customer satisfaction. It is important to inform the customer as to when a product would be ready for delivery and keeping up the promised time is crucial. During the delivery especially in case of customer durable the main product features, safe and correct usage, warranty and after sales service facilities etc., should be explained.

This enhances the image of the firm and also results in customer satisfaction. **Effective and Economical After Sales / Services** It is not enough to simply sell a quality product at a fair price to be customer. The customer is also having keen to get effective and economical after a sales service especially in the case of customer durable and like electronic item and automobile. This can be achieved by, Training personal to serve customer better.

Keeping adequate stocks of spare parts. Making time deliveries. Maintaining a well equipped and clean workshop. Offering economical service. Being courteous to customer. **Serious Consideration of Customer**

**Complaints** Complaints should be considered and resolved promptly. At times the faculty may lie entirely with the customer.

In such cases a responsible action needs to be taken. The total fault may also lie with the company and this situation there should be no satisfy the blame instead the company should leave arise if ago and look into the complaint and revolve it or compensate for it. This would keep the customer satisfied. Quality Service and Customer Satisfaction: Quality of services is becoming the decisive factor in corporate service. This is especially applicable to the customizable industry. Good service tailored to customer needs is particularly important for high technological product. Service may be derived as those things when added to a product increase its utility or have to customers.

General Services: Maintenance and repair. Customer information such as application notes, deliver information, training and documentation.

Impersonal administration interface (i. e., ordering, and billing)Quick reasonable of quality and application problem. Well trained and friendly customer support staff. A service oriented attitude alone kill not assured good service.

Good service required an excellence service infrastructure that means training employer, documentation spare distribution and most of all and buying everyone in the company kill an attitude towards quality. The ten determinants of service quality in most customer service industries are listed. Reliability Responsible nessCompetenceAccessCourtesyCommunicationCredibilitySecurityUnderstanding the customerTangiblesQuality of services is an in dispersible factor for survival of a business firm.

It efforts are made to delivery firm. It efforts are made to delivery quality service it would automatically lead to customer satisfaction. Air

Conditioning Air Conditioning is the simultaneous control of Temperature, Humidity, Motion & Purity of the atmosphere in confined Space.

Requirements of Comfort Air Conditioning: Supply of Oxygen & removal of Carbon-di-oxide. Removal Of heat dissipated by the occupants. Removal of moisture dissipated by the occupants. To provide sufficient air movement & air distribution in the confined space. To maintain the purity of air by removing odour & dust Basic Components in an A/C:

Compressor Condenser Strainer Capillary Tube Evaporator Working of A/C:

When the compressor is started it sucks the refrigerant vapour at low temperature and low pressure from the evaporator through the suction line.

After compressing, it discharges the refrigerant at high temperature and high pressure in vapour state to condenser through the discharge line. Here the vapour is condensed at high pressure by lowering down the temperature of refrigerant with the help of atmospheric air, which was circulated by condenser fan. This liquid flows towards capillary tube through the liquid line & strainer. When the liquid passes through the capillary tube, its pressure and temperature are lowered and enters into the evaporator. Here this liquid refrigerant gets vaporized by absorbing the heat from the room air, which is being sucked by the blower through the evaporator coil. Hence the room air gets cooled and the same is discharged to the room.

The compressor sucks the vaporized refrigerant at low temperature and low pressure. This cycle is repeated till the compressor works. 1. 2 Objectives of

the Study  
Primary Objective: To identify the satisfaction level of customer towards the branded A/C s in Coimbatore city. Secondary Objective: To know social economic profile of respondents To know opinion about various brands To know about the satisfaction level of respondents To know about the after sales and service.