



A Project Report on Customer Satisfaction Survey of Maruti Udyog Ltd.

**Final project report submitted in the fulfillment
of requirements for the Postgraduate Diploma in
Management (2007-09)**

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ACKNOWLEDGEMENT

The research on “**Customer Satisfaction Survey of Maruti Udyog Ltd.**” has been given to me as part of the curriculum in the completion of 2-Years Post Graduate Diploma in Management. I have tried my best to present this information as clearly as possible using basic terms that I hope will be comprehended by the widest spectrum of researchers, analysts and students for further studies.

I have completed this study under the able guidance and supervision of **Dr. Manab Adhikari** and my project guide **Prof. Anita Saxena**; I will be failed in my duty if I do not acknowledge the esteemed scholarly guidance, assistance and knowledge I have received from them towards fruitful and timely completion of this work.

Mere acknowledgement may not redeem the debt I owe to my parents for their direct/indirect support during the entire course of this project.

I also thankful to my friend who helped me a lot in the completion of this project.

RAVINDRA KUMAR

PREFACE

If we can compare marketing to a long train with a multiple compartment then every bogies represent different aspect of marketing. Marketing strategy formulation depends upon the every aspect of related terms and marketing research plays vital roles to connect each compartment to form a cohesive functional unit.

The automotive industry is at the center of India's new global dynamic. It plays major roles in retaining manufacturing industry growth over 12.5% per annum

The motivation behind the project was to gain clear understanding about marketing research. Through this project I have tried to understand the complexities involved in gathering of data for drawing inferences .The final objective is to produce a result that is accurate, useful, and free from bias and helps in the successful completion of my PGDBM course. The project has been presented in a simple format

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Executive Summary

It was in 1970 that Sanjay Gandhi envisioned the manufacture of maruti which is known popularly as the people's car it is maruti which is known to give wheels to the nation. The first car of mauti was rolled out on Dec. 14, 1983 after s collaboration with Suzuki motors.

Satisfaction is a person's feeling of pleasure or disappointment resulting from a comparing perceived performance in relation to his or her expectation. If the performance falls short of expectation, the consumer is dissatisfied. If the performance matches the expectations, he consumer is satisfied. If the performance exceeds expectation, the customer is highly satisfied or delighted.

In today's competitive scenario firms consistently tries to satisfy his existing customer to get more customers in every regards. To meet the desired expectation of customers companies has to look around all aspects of products services and of course market condition, otherwise they may be out of the race. Automobile industry has the same competitiveness and every firm in the industry is consistently working for enhancing their product and services.

The study widely concentrates on the level of satisfaction amongst customers for which I did Exploratory Research to check the satisfaction level amongst the customers of Maruti as the popular punchline also says "Count On Us."

INTRODUCTION
INTRODUCTION

Customer Satisfaction Survey of Maruti Udyog Ltd.

India is an emerging country with huge potential. The domestic economy is now growing at around **9-10%** per annum and India's importance in global terms is being reinforced by rapidly rising exports and domestic consumption. At a time when numbers of a slowdown and overheating in the Indian economy have started gaining momentum, the Indian rupee sprang a surprise by pushing the GDP figure past the trillion-dollar (42,00,000 crore) mark.

The automotive industry is at the center of India's new global dynamic. The domestic market expanding rapidly as incomes rise and consumer credit becomes more widely available. Manufacturer's product lines are being continually expanded, as is the local automotive manufacturing base. Expectation are high that India can develop as a global hub for vehicle manufacturers and as an outsourcing center that offers the global automotive industry solution high up the automotive value chain.

India eyes 25 million automotive jobs.

India's GDP is set to double over the next decade

In percentage terms, the automotive industry's contribution should also double.

In dollar terms, the sector's contribution is set to quadruple to some \$145bn

The automobile industry in India accounts for a business volume of \$45 billion and has the potential to grow much faster both through Indian as well as international manufacturers who have established huge facilities in the country

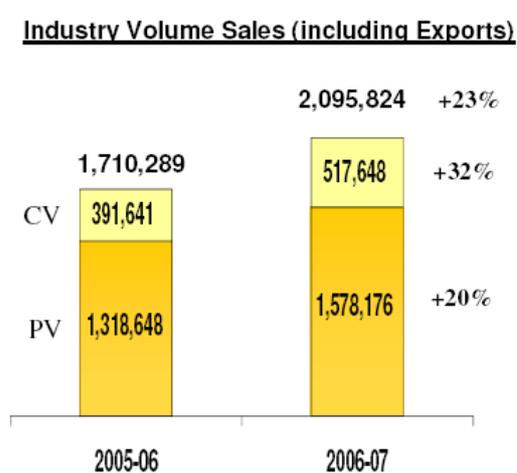
With the world's second largest and fastest-growing population, there is no denying India's potential in both economic and population terms and the effect it will have on the auto industry in the years to come. The country is already off to a good start, with a well-developed components industry

Customer Satisfaction Survey of Maruti Udyog Ltd.

and a production level of 1 million four-wheeled vehicles a year, plus a further 5 million two- and three-wheelers.

The implications, market drivers and scope of a future massive Indian vehicle market are covered in the India Strategic Market Profile, a brand-new forecast of Indian automotive and related activity to 2020. Based on Max Pemberton's unique relational long-term forecasting model, it forecasts car and CV sales, demographics, materials usage, auto industry employment, and explains their inter-year of healthy growth in auto industry.

INDUSTRY GROWTH



Growth Enablers :

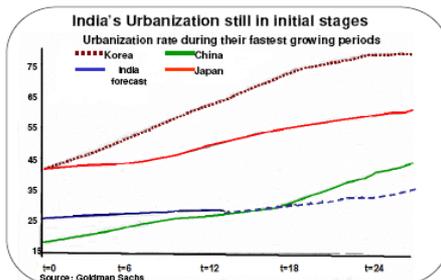
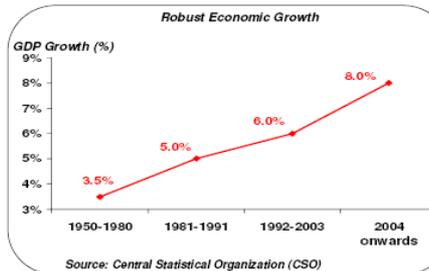
- ▶ Robust GDP and IIP growth
- ▶ Strict implementation of the Overloading ban
- ▶ Reduction in excise duties favoring 'Small car' segment

Growth Impediments :

- ▶ Sharp Interest rate hike in the last four months of the fiscal
- ▶ Significant inflationary pressures

Future of the Automobile in the Economy

In coming years, Indian Automobile Industry has Tremendous Potential to Grow Influenced by Many Demand Drivers



On Going Massive Road Network Development

- USD 40 bn earmarked for development of 51,000 kms of roads by NHAI
- In addition, USD 30 bn Rural connectivity program called Pradhan Mantri Gram Sadak Yojana (PMGSY) is also underway

US based consultancy, keystone predicts that India will become world's third largest automobile market by 2030. Overall size expected to exceed 20 million with compounded annual growth rate of over 12%.

Customer Satisfaction Survey of Maruti Udyog Ltd.

India Then & Now

1983

Number of brands 2

Number of models 2

2008

Number of brands 30

Number of models 70

Some of the Car companies in India:

Maruti Suzuki

Fiat

General motors (Opel, Chevrolet)

Ford

Hindustan motors, Mitsubishi

Honda

Hyundai

Baja tempo

Marinara

Maine elect.

Mercedes Benz

Nissan

San engineering

Soda

Toyota

Top three manufacturers:

Maruti Suzuki

Tate motors

Hyundai

Customer Satisfaction Survey of Maruti Udyog Ltd.

Car segmentation: This is done on the basis of size and price of the car

A segment: maruti800, omni

B segment: Zen, wagon-r, alto, Santo, polio, indicia

C segment: esteem, accent, indigo, icon, Honda city, civic

D-segment: opera, Octavia, sonata, monde, accord, corolla, Camry, Mercedes

History of Maruti

In 1970, Sanjay Gandhi the son of Indira Gandhi envisioned the manufacture of an indigenous, cost effective, low maintenance compact car for the Indian middle class. Indira Gandhi's cabinet passed a unanimous resolution for the development and production of a people's car. Sanjay Gandhi's company was christened Maruti limited. The name of the car was chosen after a Hindu deity named Maruti Ltd. That time Hindustan Motors' Ambassador was the chief car and the company had come out with a new entrant the premier Padmini that worked slowly gaining a part of the market share dominated by the ambassador. For the next ten years the Indian car market had stagnated at a volume of 30,000 to 40,000 cars for the decade ending 1983.

Sanjay Gandhi was awarded the exclusive contract and license to design, develop and manufacture the "People's Car." These exclusive rights of production generated some criticism in certain quarters, which was directly targeted at Indira Gandhi. Over the next few years the company was sidelined to Bangladesh liberation war and emergency.

In the early days under the powerful patronage of Sanjay Gandhi the company was provided with free land, tax breaks and funds. Till the end of 1970 the company had not started the production and a prototype test model was welcomed with criticism and skepticism. The company went into liquidation IN 1977. The media perceived it to be another area of growing corruption. Unfortunately Maruti's started to fly only after the death of Sanjay Gandhi, when Suzuki motors joined the government of India as a joint venture partnered with 50% share. After his death Indira Gandhi decided that the project should not be allowed to die. Maruti's entered into this collaboration with Suzuki motors. The collaboration heralded a revolution in the Indian car industry by producing the maruti-800. It created a record of taking 13 months time to go from design to rolling out cars from a production line.

The production of Maruti-800 in 1983 marked the beginning of a revolution in the Indian automobile industry. It brought in the latest technology of that time more fuel efficiency and lower prices that led to the creation of a huge market for all car segments as the Indian, middle class grew in size. This in turn brought in more players in this segment. A number of auxiliary car parts making units were set up as more car manufacturers realized it was more cost effective to make their car parts in India rather than importing them.

Customer Satisfaction Survey of Maruti Udyog Ltd.

Maruti's major influence was in helping the component industry in the country because of its emphasis on localization and indigenization. As in the beginning that sector hadn't grown much Maruti's had to start dozens of joint ventures with Indian entrepreneurs. It got them from foreign collaborations that led to collaborations for other manufacturers so that over a period of time the whole component industry was able to upgrade itself and improve its quality who had given their income leading to major existing export potential vehicle components. It also brought in better methods of financing that allowed more people who given their income levels could not afford to buy a car on their own, to buy cars. It still remains the leader not only in the terms of market share but also in customer satisfaction surveys. It has consistently topped J.D. power quality surveys, including 2005. By the year 1993 the company had sold 1, 96,820 cars. By March 1994 it produced 1 million vehicles becoming the first Indian company to cross the 2 million mark in October, 1997 and rolled out 4 millionth vehicles as Alto-LX .Then it introduced Wagon-R followed by Swift . Swift has been a great success in the market .In 2007 Maruti came up with SX4 and Grand Vitara.

Role of the Sales Person

He should be neatly dressed
He should have knowledge about various product's
Features
Variants
Colors
Prices
Sales promotion campaigns
Competitor products , their features , prices ,etc.
Latest service and warranty policies
Current availability
Carry copy of ready reckoner

“Do not leave the customer unattended for more than 3 minutes”

Customer Care Team:

Role of the Customer Care Manager:

Customer Care Manager is the leader of the customer care team. He is accountable for the sales satisfaction index of the dealership. The customer care manager ensures that every customer is properly followed up and feedback is recorded. Also the customer complaints are recorded and resolved as soon as possible to the level of satisfaction. The customer care executives report to the customer care manager.

Customer Care Executive:-

Initially does the Post Sales Follow up (PSF) and monitors the feedback forms at the showroom
Post sales follow up
PSF's are done in order to get the first hand feedback form the customer about the experience that they had during the sales and delivery process. The first PSF is done within the 72 hours of delivery and the voice or exact wordings of the customer are recorded. The next PSF call is made after 15 days after the vehicle is delivered. The feedback form system is a very important tool to obtain customer's feedback on the experience that the customer had during the purchase of his/her car.

Steps to be followed after receiving customer complaint:

Firstly customer care manager gives a control number to all complaints received and records the same in the customer complaints control register.

Then customer care manager gets in touch with the customer over the phone and expresses regret on the inconvenience faced by the customer

Immediate action is taken to ensure that the customer complaint is resolved and writes a letter of apology

The customer care manager along with the concerned DSE, then visits the customer, hands over the letter and takes satisfaction note from the customer

Then he sends a copy of the letter and the satisfaction note to Maruti Udyog Ltd. And also files a copy of the same in the customer complaints register/file.

Then the CCM discusses the customer complaints in the weekly meeting with the general manager on SSI with the entire showroom staff. Necessary counter measures are taken to ensure that such complaints are not repeated in future.

All sales staff and managers review customer care activities on daily, weekly and monthly basis. The SSI review meet is conducted regularly.

Customer Satisfaction Survey of Maruti Udyog Ltd.

According to Maruti

“A customer is the most important visitor on our premises
He is not dependent on us ,
We are dependent on him,
He is not an interruption on our work,
He is the purpose of it.
He is not an outsider on our business,
He is part of it.
We are not doing him a favor serving him,
He is doing us a favor by giving us the
Opportunity to do so”

How you communicate

Your words	7%
Your voice	35%
Your body language	58%

Moments of truth

Expectation-----satisfaction-----reality
If you get what you expected

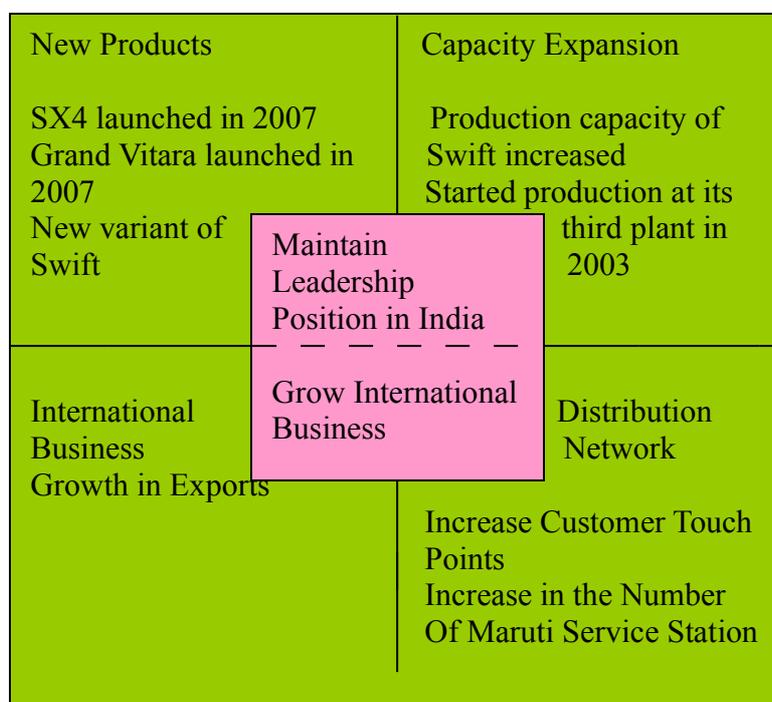
Expectation-----dissatisfaction-----reality
If you get less than you expected

Expectation-----delight-----reality
If you get more than you expected

When customers don't complain they go somewhere else.....

Customers don't complain. They pass on their dissatisfaction to their
colleagues , family , greengrocer, suppliers , consultants, managers ,
sports club, grandparents, neighbours, director, to you.....

Maruti's Strategic Goal



- Maintained its materials cost despite change in product mix.
- Growing shipments of Alto.
- Has 55% of the market.
- Introduced both petrol and diesel variants of Swift.
- Maruti has cut the prices of models including Maruti 800, Omni, Zen, Wagon R, Swift Diesel and Alto. The amount of this price cut varies from Rs. 6,500 for Maruti 800 to Rs. 18,030 for Swift Diesel (in New Delhi).
- Maruti Suzuki to invest 200 billion Yen on expansion in India.
- Sri Lanka currently is the largest export market for Maruti where it sells 8,000-9,000 cars a year.
- Maruti Udyog to enter South African market.
- Invest more on marketing and research and development.
- They are working on identifying their dealership in the region in collaboration with the parent company Suzuki.

Market Research Project

Title – “Customer Satisfaction Survey of Maruti Udyog Limited”

Project involves:

- Introduction about Maruti
- Procedure followed by Maruti for catering to the needs and queries of the customers
- Application of Five Force’s Model in the Automobile Industry
- Quantitative research
- Awareness regarding the facilities provided by Maruti
- Overall opinion about Maruti

Research Methodology:

The purpose of methodology is to describe the process involved in research work. This includes the overall research design, data collection method, the field survey and the analysis of data.

Research Objective:

To find the satisfaction amongst the customers of Maruti.

Research Design:

Detailed and structured questionnaire was designed.

Survey a sample of 100 customers.

The methodology developed was Primary and Secondary research.

The questionnaire was designed to get information from customers about their satisfaction and overall opinion about Maruti.

Sources of Data:

Primary data

Secondary data

Customer Satisfaction Survey of Maruti Udyog Ltd.

Field of Survey:

The field work for the survey was conducted in Delhi. The exercise involved face to face interview with the customers.

Analysis:

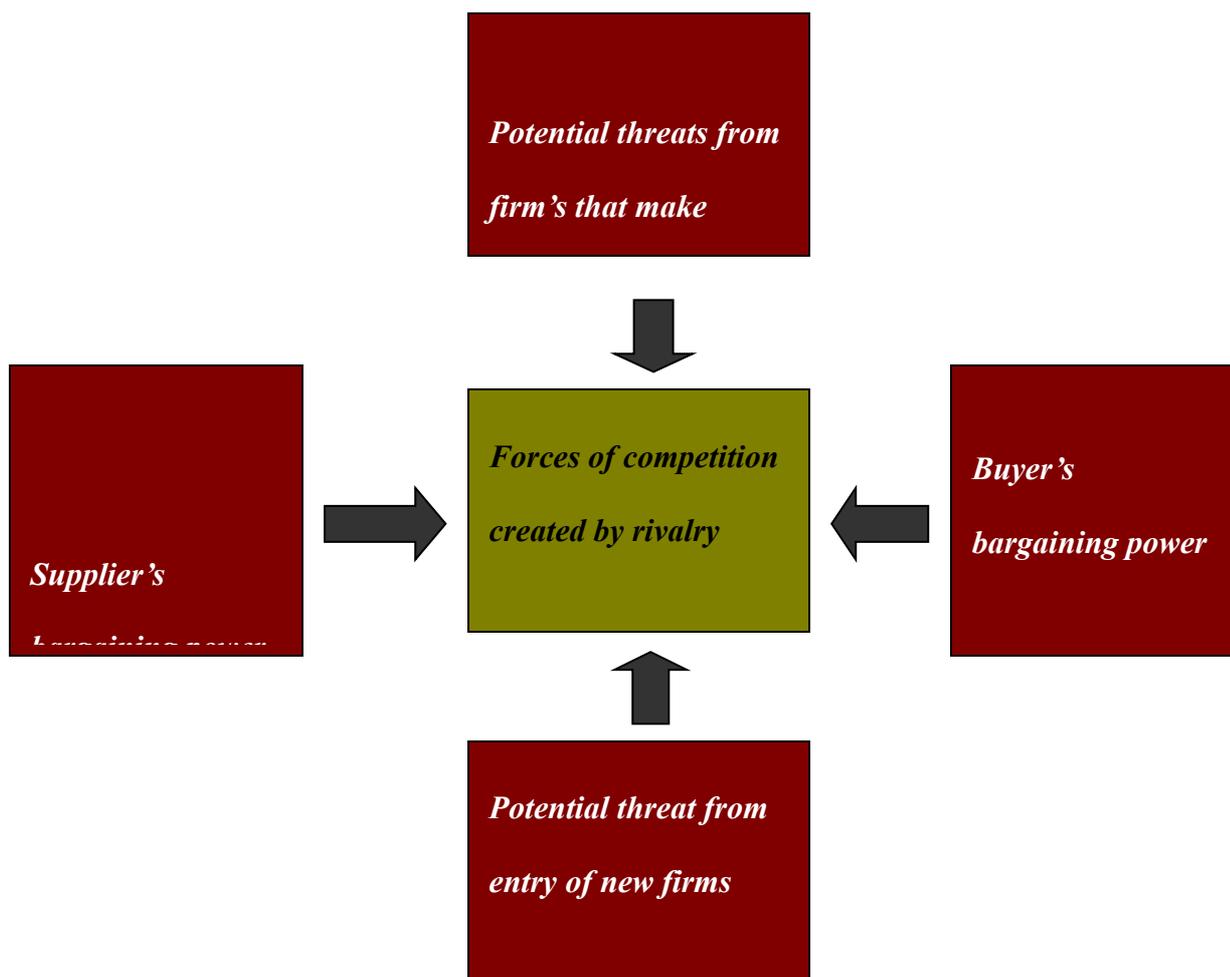
The important factors and data's collected were sequentially analyzed and graphed.

Limitations of the Study:

The sample size is only 100 so the sample may not be truly representative of the Delhi population.

ANALYSIS
ANALYSIS

Porter's Five Forces Model



Threat of New Entrants -

When the industry is profitable there is a threat of the entry of new entrants as they want to share the growth prospects so the existing firms either have to share the growing market pie or part with their own market share to the new entrants like the coming of new Tata Nano in the market which is an A segment car and is known for its low price and would give direct competition to Maruti-800 and would cause lesser sales volume and revenue and lower the returns. As the switching costs from the existing products to a new one is not high so this encourages the foreign companies like Renault and also Indian companies to bring in new models and enter the industry. Today the customer is not brand loyal and if there is product differentiation the promotion is so attractive that it supports the new entrants. Access to the distribution channels is not difficult as can be done by forming joint ventures like Mahindra-Renault. India offers a huge market for small, mid segment cars as the middle class is coming up in a big way and even for the prestige class as new and elite brands have come up and India is producing good number of entrepreneurs. Some of the ways of entering the industry is either directly or by acquisition, joint ventures, licensing, franchises, mergers.

Rivalry Amongst Competitors -

In any industry there are countermoves made by the companies to protect themselves. Firms are mutually dependent and the situations keep changing with the actions and reactions of the constituent firms. The desire to be the market leader or to corner a larger market share leads to rivalry amongst competitors. The extent of the rivalry amongst competitors in an industry affects the competition within that industry. When the rivalry is weak, there is likely to be lesser competition, when the rivalry is high the competition is high and its the same in the automobile industry.

There is cut throat competition, which leads to under pricing or severely fought competitive battles on the basis of other factors such as delivery, advertising, after sales services. For example when Maruti came up with the ad of a kancha where the tourists are in the hills and there is no food there but there is a Maruti service station in the hilly region. Moreover the demand in India is so large that it encourages competition.

Number of competitors in the automobile industry in India are:

Audi
Bentley
BMW
Chevrolet
Daewoo
Fiat
Ford
Hindustan motors
Honda
Hyundai
ICML
Lamborghini
Mahindra
Mahindra-Renault
Maini
Maruti-Suzuki
Maybach
Mercedes Benz
Mitsubishi
Nissan
Opel
Porsche
Premier
Rolls-Royce
San
Skoda
Tata
Toyota
Volkswagen
Volvo

Bargaining Power of Buyers-

The bargaining power of buyers of firms in an industry constitutes the ability of buyers, individually or collectively to force a reduction in the prices of products and services, demand a higher quality or better services or to seek more value for their purchases in any way . If the purchasing power of buyers is low then it enables a firm to pass on cost increases to buyers or to make the buyers accept a low quality of product / service at a higher price.

As in the automobile industry the switching costs of buyers is low the bargaining power of buyers is more and they are sensitive to price increases. A car constitutes a higher percentage of a buyer's cost so an increase in the price would make the buyer goto any other brand.

Bargaining power of suppliers-

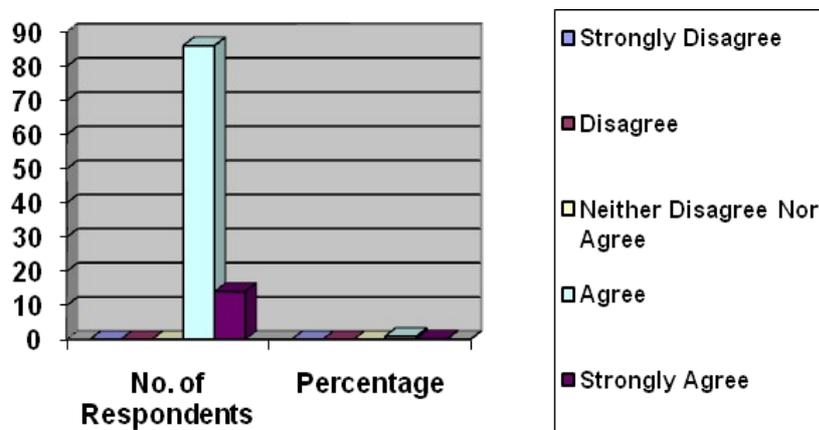
Bargaining power of suppliers constitutes their ability, individually or collectively, to force an increase in the price of the products or services or make the buyers accept a lower quality of product or level of service a higher supplier bargaining power constitutes a negative feature for existing firms or new entrants of an industry . A low supplier bargaining power enables a firm to negotiate price increases in its favor or to make the suppliers offer higher quality of inputs at a lower price. Suppliers have the ability to integrate forward and backward. But the product is expensive so cannot ignore the customer and has to provide better product like in India now even the B segment cars have advanced technology features like airbags, anti braking systems,etc. Bargaining power in this industry is not very high for the suppliers as there is intense competition and substitutes are easily available. Switching costs are low so more discounts are available and also the prices are reduced to fight competition. The raw material is expensive like steel due to the demand still companies are trying to reduce the cost of production.

Threat of Substitute Products-

Substitute products or services are those which are apparently different but satisfy the same needs of customers. For example when the demand for swift diesel was high and the supply was less then the customers who could not wait switched to Tata as it makes diesel cars. These days segment B cars are promoted in a way as segment C cars are done so that they can attract the customer and give him a feeling of belonging to the esteem segment.

Customer Satisfaction Survey of Maruti Udyog Ltd.

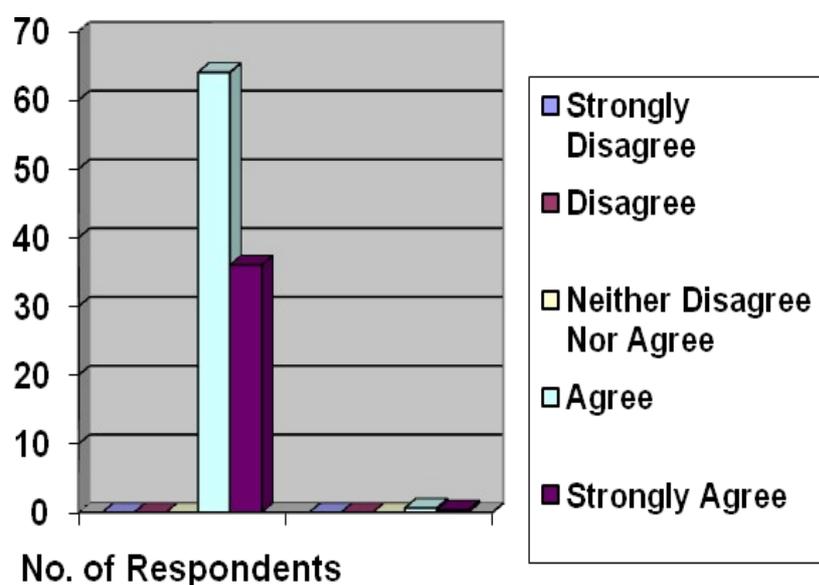
	No. of Respondents	Percentage
Knowledgeable Salesperson		
Strongly Disagree	0	0%
Disagree	0	0%
Neither Disagree Nor Agree	0	0%
Agree	86	86%
Strongly Agree	14	14%



86% people agreed that the sales persons are knowledgeable and 14% strongly disagreed that the sales persons are knowledgeable.

Customer Satisfaction Survey of Maruti Udyog Ltd.

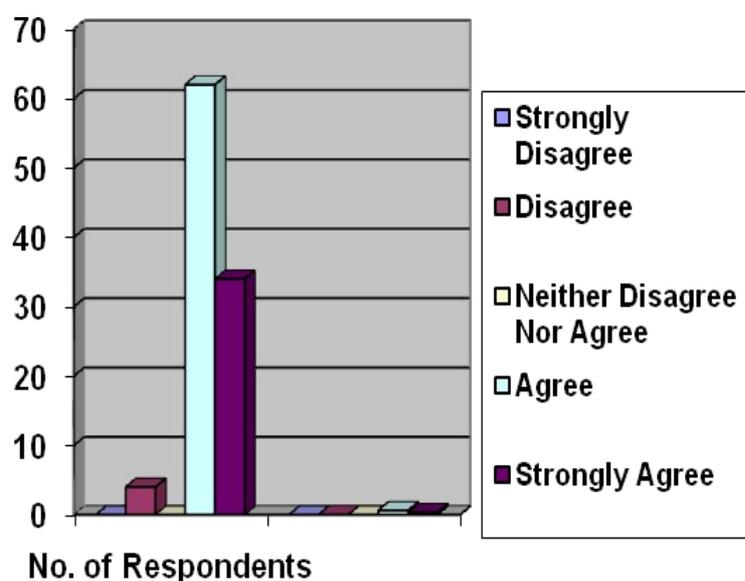
Employees spent enough time with you before sales	No. of Respondents	Percentage
Strongly Disagree	0	0%
Disagree	0	0%
Neither Disagree Nor Agree	0	0%
Agree	64	64%
Strongly Agree	36	36%



64% people agreed that the sales persons spent enough time with them before the sales and 36% strongly agreed with this.

Customer Satisfaction Survey of Maruti Udyog Ltd.

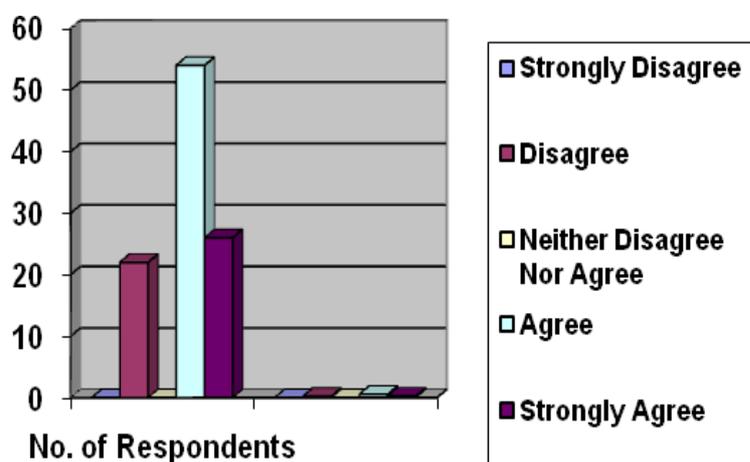
Employees spent enough time with you during sales	No. of Respondents	Percentage
Strongly Disagree	0	0%
Disagree	4	4%
Neither Disagree Nor Agree	0	0%
Agree	62	62%
Strongly Agree	34	34%



62% agreed that sales persons spent enough time with them during the sales , while 34% strongly agreed that the sales persons spent enough time with them during sales and only 4% disagreed with this.

Customer Satisfaction Survey of Maruti Udyog Ltd.

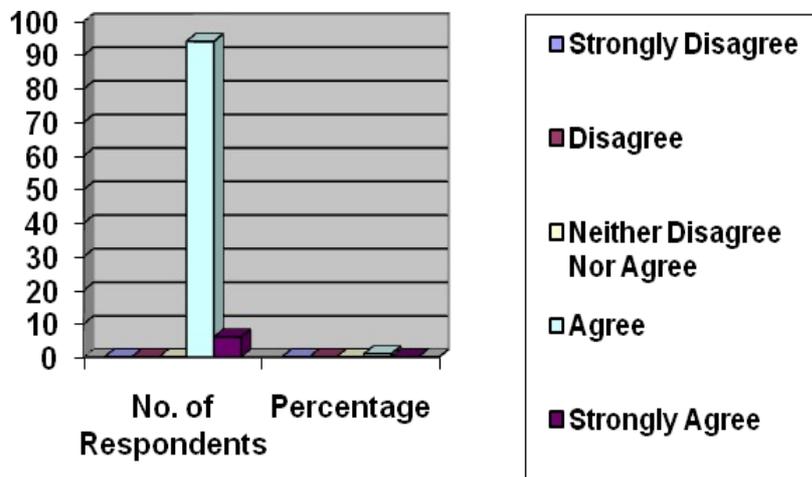
Employees spent enough time with you after sales	No. of Respondents	Percentage
Strongly Disagree	0	0%
Disagree	22	22%
Neither Disagree Nor Agree	0	0%
Agree	54	54%
Strongly Agree	26	26%



60% agreed that the sales persons spent enough time with them after sales ,26% strongly agreed with this and 14% disagreed that the sales persons spent enough time with them after sales.

Customer Satisfaction Survey of Maruti Udyog Ltd.

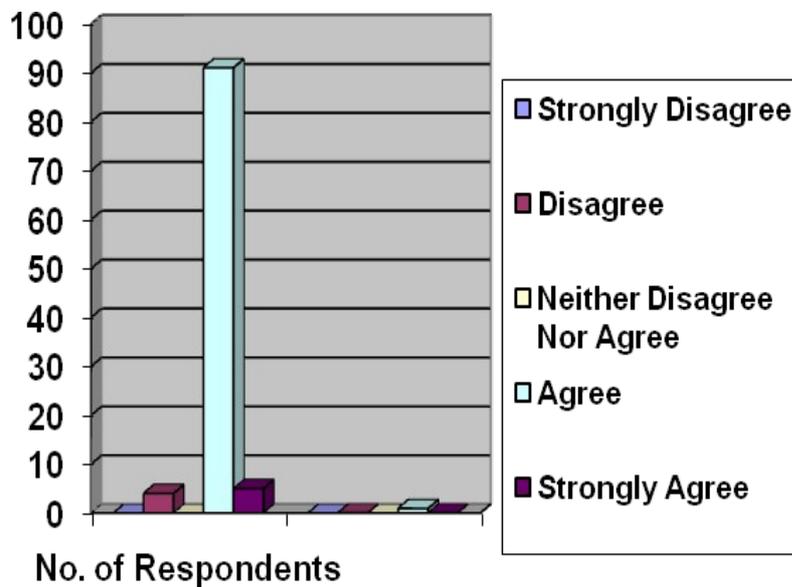
	No. of Respondents	Percentage
Display of Merchandize		
Strongly Disagree	0	0%
Disagree	0	0%
Neither Disagree Nor Agree	0	0%
Agree	94	94%
Strongly Agree	6	6%



94% agreed that the display of merchandize was attractive and 6% strongly agreed that the display of merchandize was attractive.

Customer Satisfaction Survey of Maruti Udyog Ltd.

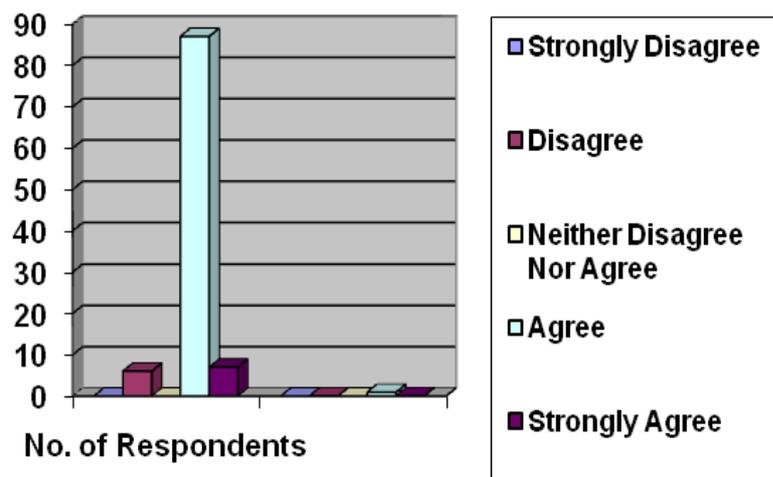
	No.Of Respondents	Percentage
Availability of the Product		
Strongly Disagree	0	0%
Disagree	4	4%
Neither Disagree Nor Agree	0	0%
Agree	91	91%
Strongly Agree	5	5%



91% agreed that the availability of the product was there, 5% strongly agreed that the availability was there while only 4% said they disagreed with this.

Customer Satisfaction Survey of Maruti Udyog Ltd.

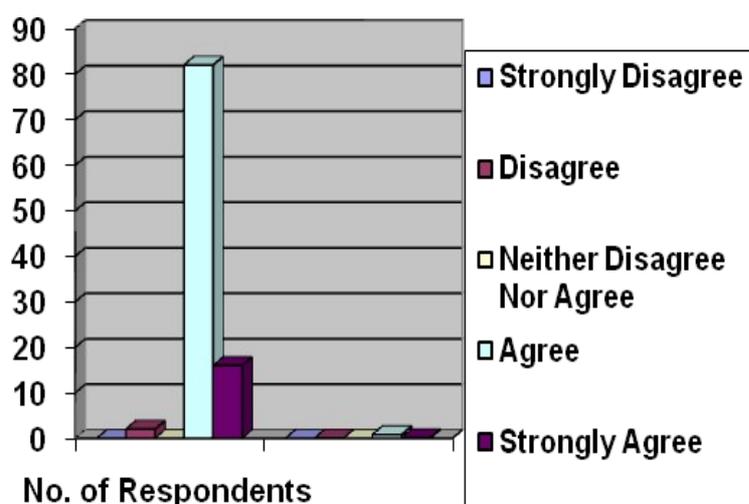
Variety/Selection of Merchandize	No. of Respondents	Percentage
Strongly Disagree	0	0%
Disagree	6	6%
Neither Disagree Nor Agree	0	0%
Agree	87	87%
Strongly Agree	7	7%



87% agreed that there was variety/selection of merchandize whereas 7% strongly agreed that enough variety was there and 6% disagreed with this.

Customer Satisfaction Survey of Maruti Udyog Ltd.

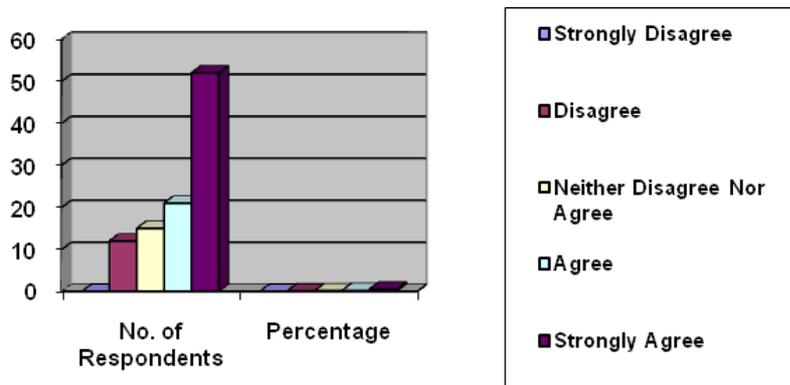
	No. of Respondents	Percentage
Vehicle in Good Condition		
Strongly Disagree	0	0%
Disagree	2	2%
Neither Disagree Nor Agree	0	0%
Agree	82	82%
Strongly Agree	16	16%



82% agreed that the vehicle was in good condition when delivered ,16% strongly agreed with this whereas only 2% disagreed with this.

Customer Satisfaction Survey of Maruti Udyog Ltd.

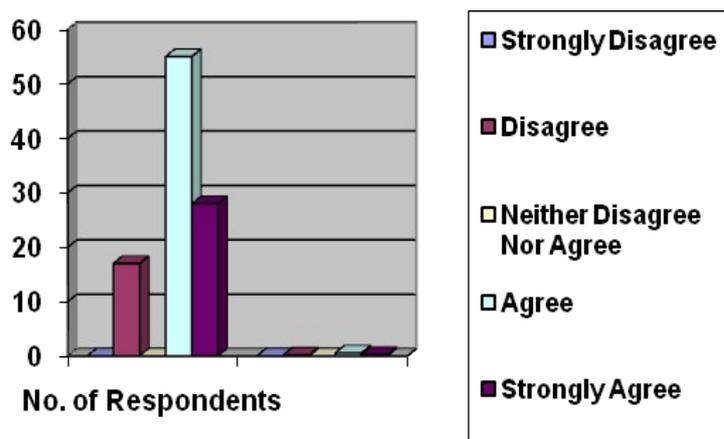
	No. of Respondents	Percentage
Prices Are Affordable		
Strongly Disagree	0	0%
Disagree	12	12%
Neither Disagree Nor Agree	15	15%
Agree	21	21%
Strongly Agree	52	52%



64% strongly agreed that the prices are affordable , 21% agreed that the prices are affordable whereas only 15% said that they neither disagreed nor agreed with this.

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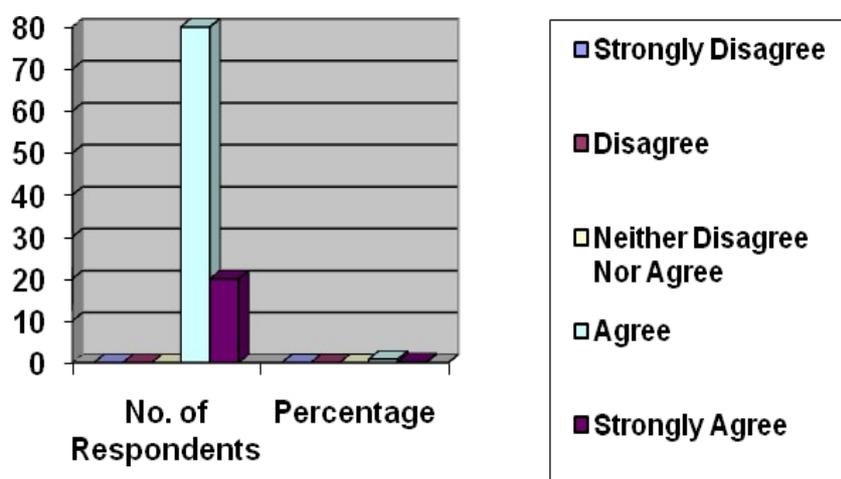
	No. of Respondents	Percentage
Attractive Discounts Offered		
Strongly Disagree	0	0%
Disagree	26	26%
Neither Disagree Nor Agree	0	0%
Agree	47	47%
Strongly Agree	27	27%



55% agreed that the discounts offered are attractive , 34% strongly agreed with this while 11% disagreed and said that the discounts offered were not attractive.

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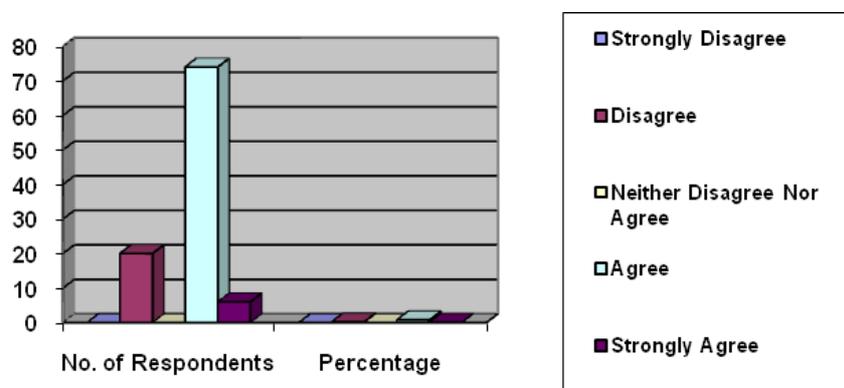
Décor Of The Waiting Area Is Pleasing	No. of Respondents	Percentage
Strongly Disagree	0	0%
Disagree	0	0%
Neither Disagree Nor Agree	0	0%
Agree	80	80%
Strongly Agree	20	20%



80% agreed that the décor of the waiting area was pleasing while 20% strongly agreed that the décor of the waiting area was pleasing

Customer Satisfaction Survey of Maruti Udyog Ltd.

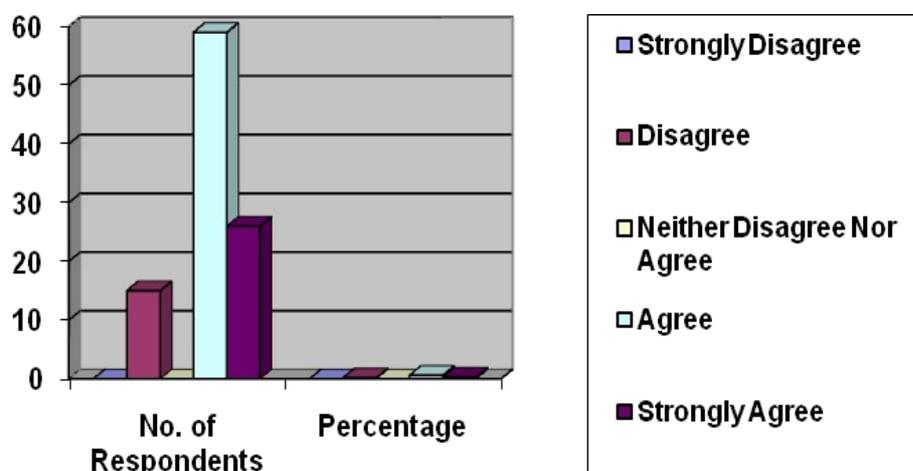
	No. of Respondents	Percentage
Offered A Test Drive		
Strongly Disagree	0	0%
Disagree	20	20%
Neither Disagree Nor Agree	0	0%
Agree	74	74%
Strongly Agree	6	6%



74% agreed that the test drive was offered to them ,6% strongly agreed that the test drive was offered while 20% disagreed with this.

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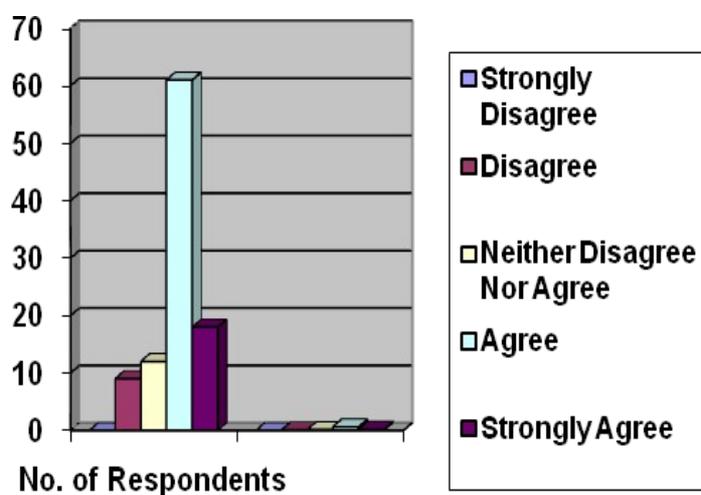
Post Sales Follow Up Done Regularly	No. of Respondents	Percentage
Strongly Disagree	0	0%
Disagree	15	15%
Neither Disagree Nor Agree	0	0%
Agree	59	59%
Strongly Agree	26	26%



59% agreed that the post sales follow ups are done regularly , 26% strongly agreed and 15% disagreed with this.

Customer Satisfaction Survey of Maruti Udyog Ltd.

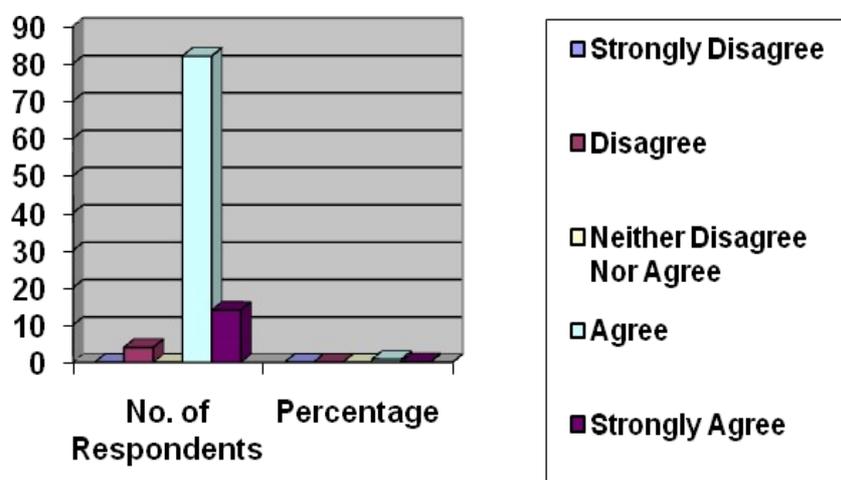
Responds To complaints Quickly	No. of Respondents	Percentage
Strongly Disagree	0	0%
Disagree	9	9%
Neither Disagree Nor Agree	12	12%
Agree	61	61%
Strongly Agree	18	18%



64% agreed that the response to complaints is quick ,18% strongly agreed , 12% neither agreed nor disagreed and 6% disagreed with this.

Customer Satisfaction Survey of Maruti Udyog Ltd.

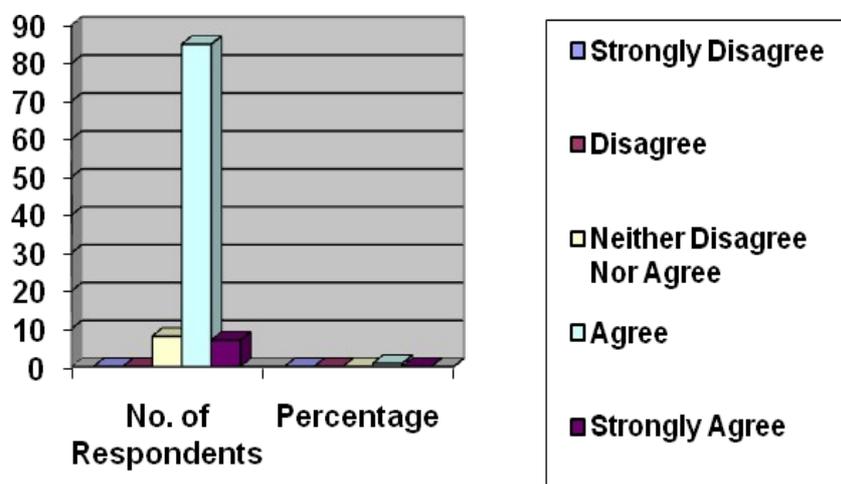
Service At Maruti Service Station Is Excellent	No. of Respondents	Percentage
Strongly Disagree	0	0%
Disagree	4	4%
Neither Disagree Nor Agree	0	0%
Agree	82	82%
Strongly Agree	14	14%



82% said that the service at maruti service station is excellent , 14% strongly agreed while only 4% disagreed with this.

Customer Satisfaction Survey of Maruti Udyog Ltd.

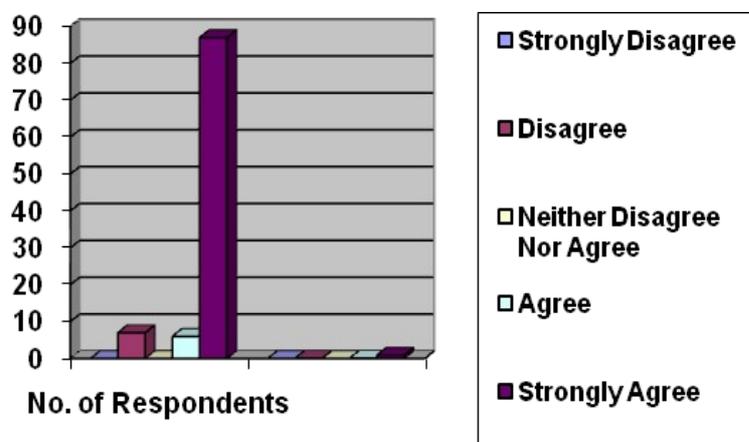
Careful With Personal Information	No. of Respondents	Percentage
Strongly Disagree	0	0%
Disagree	0	0%
Neither Disagree Nor Agree	8	8%
Agree	85	85%
Strongly Agree	7	7%



85% agreed that yes they were careful with personal information, strongly agreed with this and 8% neither agreed nor disagreed.

Customer Satisfaction Survey of Maruti Udyog Ltd.

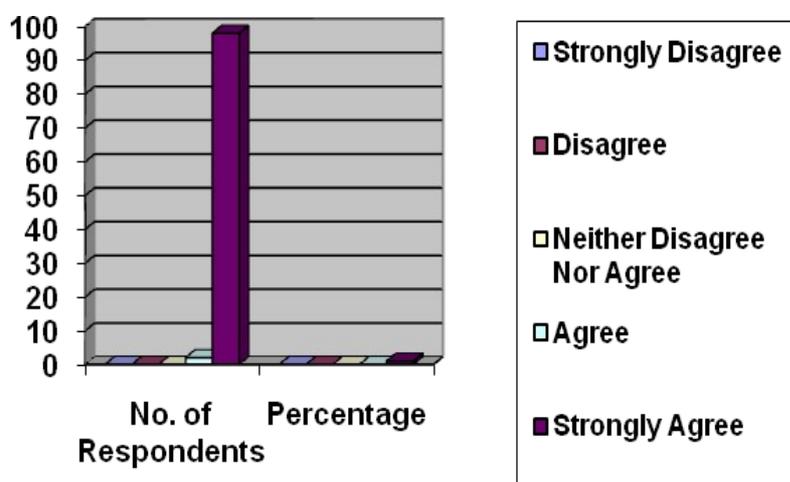
All The Commitments Are Fulfilled	No. of Respondents	Percentage
Strongly Disagree	0	0%
Disagree	7	7%
Neither Disagree Nor Agree	0	0%
Agree	6	6%
Strongly Agree	87	87%



94% strongly agreed that all the commitments were fulfilled and 6% agreed with this.

Customer Satisfaction Survey of Maruti Udyog Ltd.

	No. of Respondents	Percentage
Value For Money Strongly Disagree	0	0%
Disagree	0	0%
Neither Disagree Nor Agree	0	0%
Agree	2	2%
Strongly Agree	98	98%

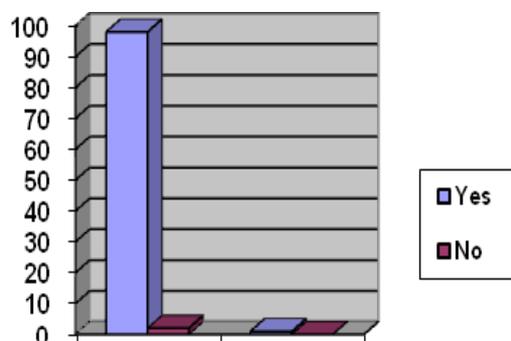


98% strongly agreed that maruti provides value for money while 2% agreed with this.

Customer Satisfaction Survey of Maruti Udyog Ltd.

Are you aware of the following facilities provided by maruti

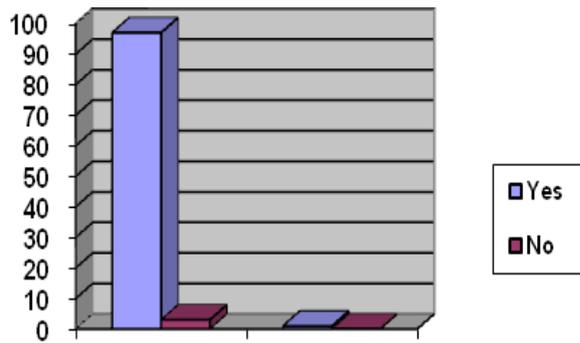
	No. of Respondents	Percentage
Maruti insurance		
Yes	98	98%
No	2	2%



No. of Respondents
98% said yes that they are aware about maruti insurance while only 2% said that they were not aware.

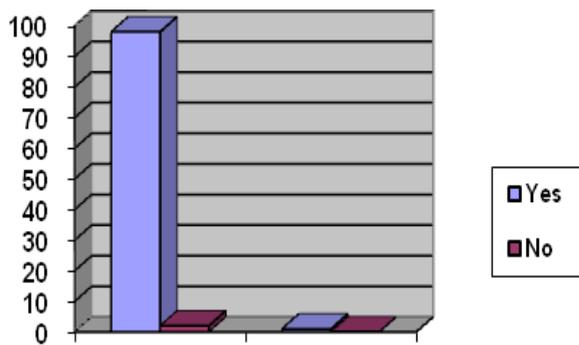
	No. of Respondents	Percentage
Extended warranty		
Yes	97	97%
No	3	3%

Customer Satisfaction Survey of Maruti Udyog Ltd.



No. of Respondents
97% said they were aware about extended warranty and 3% said that they did not know about this.

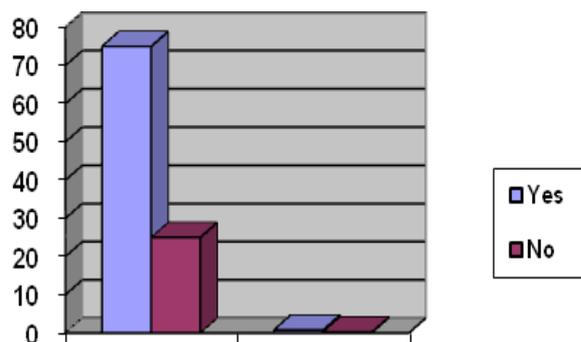
True value	No. of Respondents	Percentage
Yes	98	98%
No	2	2%



No. of Respondents
98% said they were aware about true value and 2% said they were not aware.

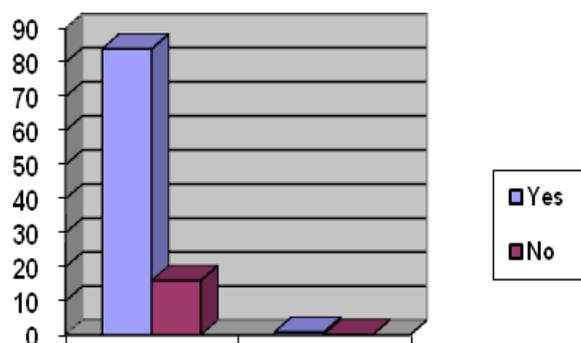
Maruti finance	No. of Respondents	Percentage
Yes	75	75%
No	25	25%

Customer Satisfaction Survey of Maruti Udyog Ltd.



No. of Respondents
75% said that they were aware about maruti finance and 25% said that they were not aware of it.

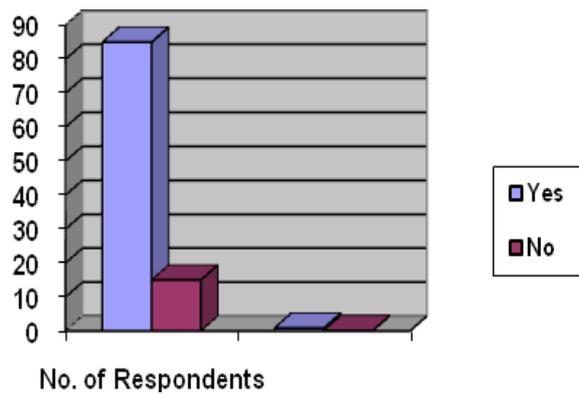
Autocard	No. of Respondents	Percentage
Yes	84	84%
No	16	16%



84% said that they were aware about autocard and 16% said that they were not aware of it.

Genuine Accessories	No. of Respondents	Percentage
Yes	85	85%
No	15	15%

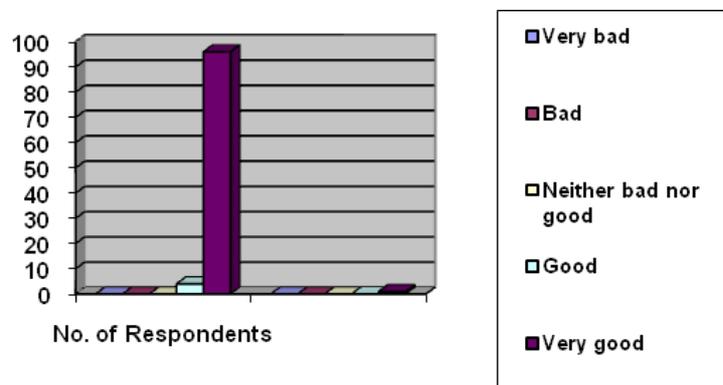
Customer Satisfaction Survey of Maruti Udyog Ltd.



85% said that they were aware of genuine accessories available and 15% said they were not aware.

What is your overall opinion about Maruti ?

Choice	No. of Respondents	Percentage
Very bad	0	0%
Bad	0	0%
Neither bad nor good	0	0%
Good	4	4%
Very good	96	96%



Customer Satisfaction Survey of Maruti Udyog Ltd.

96% said that their overall opinion about Maruti was that it is very good while 4% said that it is good.

How likely would you recommend Maruti?

90% of people said they would very likely recommend Maruti to other people and 10% said they would likely recommend Maruti to others.

CONCLUSION

On an average more than 73% people feel that the prices are affordable whereas 12% do not agree, 74% believe that attractive discounts are offered whereas 26% are not satisfied with the discounts offered. 20% said that the test drives are not offered and 15% said that post sales follow ups are not done regularly whereas 85% said that they were done regularly but people feel that it is the people's car as it is satisfactory on all other parameters: knowledgeable sales persons , employees spent enough time before and during sales, display of merchandise is attractive, availability of product, variety of merchandize, vehicle in good condition, prices are affordable, attractive discounts are offered, décor of the waiting area is pleasing, responds to complaints quickly, service at maruti service station is excellent, careful with personal information and is value for money . The overall opinion about maruti is very good.

SUGGESTIONS

- More test drives should be offered.
- Should be more particular about Post Sales Follow Up as it shows the concern of the company with the customer.
- Should put in more efforts to promote Maruti Finance , Autocard and Accessories.

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QUESTIONNAIRE
QUESTIONNAIRE

Customer Satisfaction Survey of Maruti Udyog Ltd.

Being an esteem customer of Maruti Udyog Limited you are requested to take out a few minutes and fill the following questionnaire.

Q.1) How long have you been associated with Maruti?

Q.2.) How would you rate Maruti on the following parameter

	Strongly disagree	Disagree	Neither agree Nor disagree	agree	Strongly agree
Knowledgeable sales person					
Employees spent enough time with you: before sales					
During sales					
After sales					
Display of merchandise is attractive					
Availability of the product					
Variety/selection of merchandise					
Vehicle in good condition					
Prices are affordable					
Attractive discounts offered					
Décor of the waiting area is pleasing					
Offered a test drive					
Post sales follow ups are done regularly					
Responds to complaints quickly					
Service at Maruti service station is excellent					
Careful with personal information					
All the commitments are fulfilled					
Value for money					

Customer Satisfaction Survey of Maruti Udyog Ltd.

Q.3) Are you aware of the following facilities provided by Maruti

	Yes	No
Maruti insurance		
Extended warranty		
True value		
Maruti finance		
Autocard		
Genuine accessories		

Q.4) What is your overall opinion about Maruti?

Very Bad	Bad	Neither Bad	Good	Very Good
1	2	3	4	5

Q.5) How likely would you recommend Maruti?

Very Unlikely				Very Likely
1	2	3	4	5

Date

Sign

Thank You for your prestigious time.