



"IMPROVEMENT OF SERVICE & STANDARDS PROMOTING XTRA REWARDS LOYALTY PROGRAMME "

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ABSTRACT: The major emphasis was given on the survey to know market scenario of Indian Oil Corporation Ltd. with basis of preferences and awareness of lubricants and XTRA Power fuel, amounts the customers and their views towards the customer satisfaction in the market and was studied with the help of research techniques. Surveys are one of the absolute best ways to get inputs from potential and/or existing customers. They also allow organization to keep a finger on the pulse of their current clients or audience, so they can be alert to any unusual shifts, either positive or negative. The main objectives of the project were to study the problem of services providing by the fuel stations. The major part of the project included exploring the Company Owned and Company Operated (COCO) and Private owned fuel stations in the betterment of services and standards for IOCL. Customer feedback survey questionnaire has been designed to get the feedback from the customer on mainly 6 parameters viz., quality, quantity, promptness in refuelling, behaviour of staff, maintenance of refueler's and redressal of customer complaints with different weightage assigned for each parameter. The survey prove to have significant contribution in designing future strategies for company and design a new policy for marketing and bringing the products in forth of present and potent customers. The survey generated notable conclusive statistics that where evident in compelling decision making and giving clearer picture of customer perception about Indian Oil and their product line presented by the company.

KEY WORD: IOCL, COCO

1. INTRODUCTION

We constantly hear about businesses delivering poor customer service, whether it's a product that didn't meet expectations, late delivery of a product, unreturned emails, or a no show for appointments—the list goes on. Bad customer service will affect your businesses reputation, customer loyalty, and in turn your profits. We all get busy and businesses are often caught up in their own products, services, and processes. To keep the wheels in motion something has to give. Unfortunately, this is often at the expense of providing a good customer experience *"Every company's greatest assets are its customers, because without customers there is no company,"*

1.1 Empower Your Employees to Deliver

There's nothing worse than calling a business and being transferred to five different people, each of whom you have to explain your problem to, before your question is answered. This definitely isn't a positive customer experience, leaving the customer frustrated and creates the impression that the business does not understand its own products and services. Employees should be trained to understand all aspects of the business. At a minimum, employees should at least be able to direct customers to a trained specialist in the appropriate area to answer customers' questions.

1.2 Business Culture

For your business to achieve excellence in customer service, it must be embedded in your business culture and demonstrated from the top down. Your employees are at the front line of your business. If you treat your employees well and respect and value them, they will deliver for you.

Employees adapt and deliver according to what is accepted by the business. High-performing customer service employees will be less likely to continue to deliver high-performing results in an organization where the business culture does not reflect high customer service. They will either be frustrated that they are the only one delivering this level of service and leave, or they won't bother to deliver that service as they feel it isn't valued or required.

1.3 Set Standards for Customer Service and Monitor Performance

To deliver excellent customer service, a customer service standard needs to be implemented. This will ensure that all employees deliver the same level of service and that these standards are a benchmark to monitor performance and encourage improvement.

Looking at your sales process and all of the customer touch points is a great place to start. Document what you do at each step in the process and how you deal with customers currently.

Research your customers and competition to understand what your customers' needs and wants are. From here, you can develop a list of measurable objectives to aim for excellent customer service.

Some examples include:

- Responding to emails and returning phone messages within 24 hours.
- Processing orders within one week.
- Greeting each customer that enters your store.
- Following up each sale with a phone call.
- Sending customers birthday cards.
- Delivering on what you have promised, in the time you have promised. Once you have developed a customer service standard, it needs to be communicated to all employees, implemented, monitored, and improved.

1.4 Responding to Feedback and Complaints

We are all human, and mistakes can even happen in the highest performing business. Part of delivering a good customer experience is measured on how you deal with complaints or constructive feedback. It is important to ensure that you always reply to feedback or complaints; customers like to know that you have acted on their feedback. It's also a good idea to give customers a way to provide feedback to your business.

2. OBJECTIVE

1. To be responsive to the needs of all stakeholders.
2. To provide reliable and accurate information in a timely manner.
3. To do qualitative survey so as to understand customers needs and expectations.
4. To study the loyalty between the local customers and the company.
5. To study the benefits provided by IOCL to the local customers.
6. To study how IOCL tap local alliance partners for XTRA Power Fleet Card program.

3. LITERATURE REVIVIEW

This chapter presents a review of literature on customer focussed service quality. An attempt is made to evolve a framework for application of this concept in the Indian Oil Corporation service system. The quality & quantity domains, the meaning of customer focus and the conditions needed for effective implementation are analysed with a view to development of a framework for the present study. The researcher has made an attempt to study and understand the complex concepts of Customer Satisfaction. This attempt includes, understanding the basic concepts of Customer satisfaction, analysing research studies made by earlier researchers in respect of Customer Satisfaction in Petroleum Industry, various Customer Satisfaction Models and various Methods of Measurement of Customer Satisfaction. For this, the researcher has used various books, research Journals and websites. The detailed list is further elaborated in the Bibliography. Through this Literature Survey researcher wants to find out which are the important parameters of Customer Satisfaction in respect of Indian Oil.

3.1 What is Customer Satisfaction?

1. Customer buying behaviour is important to be studied by the cellular mobile service providers because customer satisfaction determines the market share for the organization. Oliver (1997) has given a famous comment stating, "Everyone knows what satisfaction is, until asked to give a definition. Then, it seems, nobody knows." Oliver (1999) defined, "Satisfaction as pleasurable fulfilment. Satisfaction is the customer's sense that consumption provides outcomes against a standard of pleasure versus displeasure.
2. Customer satisfaction is important because a company earns sales from new customers and retained customers. Satisfied customers buy a product again, talk favourably to others about the product, pay less attention to competing brands and advertising.
3. Kotler and Armstrong (1993) stated that consumer/customer satisfaction is determined by the relationship between the customer's expectations and product's perceived performance.
4. There is a substantial body of empirical literature that establishes the benefits of customer satisfaction for firms.



A business ideally is continually seeking feedback to improve customer satisfaction. Customer satisfaction provides a leading indicator of customer purchase intentions and loyalty. Customer satisfaction data are among the most frequently collected indicators of market perceptions.

5. Their principal use is two fold :
6. Within organizations, the collection, analysis and dissemination of these data send a message about the importance of tending to customers and ensuring that they have a positive experience with the company's goods and services.

7. Although sales or market share can indicate how well a firm is performing currently, satisfaction is an indicator of how likely it is that the firm's customers will make further purchases in the future. Much research has focused on the relationship between customer satisfaction and retention.
8. This above review of literature described the relationship between perceived value, customer expectations, and customer satisfaction. It's observed that the perceived value, expectations are determinants of customer satisfaction. Accordance to the review of literature, it is hypothesized that 'perceived value' customer expectations and 'factors' will directly influence customer satisfaction.

3.2 Marketing Research

Marketing research is "the process or set of processes that links the producers, customers, and end users to the marketer through information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyses the results, and communicates the findings and their implications."

3.3 Types Of Market Research Designs:

- 1) Exploratory
- 2) Descriptive
- 3) Casual.

Exploratory research is used in obtaining preliminary information that will help identify the problem and hypothesis. It is done to understand what is happening and why something is happening. Some of the most common methods of exploratory research are focus groups, interviews, literature research (library, newspaper, magazines, trade publication and online), and case analyses. Group interaction interview is the difference between a 1-person interview. Individuals in a focus group should match the target market or audience that the client desires to get insight from.

Descriptive research is used to identify the marketing problem and/or the potential for a market. This type of research is used to identify the characteristics of the target group or the average user of the product or service. Descriptive research will allow us to make specific predictions and notice a correlation among variables. There are 2 types of descriptive studies, and they are: cross-sectional study and a longitudinal study. A cross-sectional study involves a sample of the market population at a certain point in time.

Casual research is marketing research done to test a hypothesis; the cause and effect of a hypothesis. For example, causal research may be used in a business setting to quantify the effect that a change will have on its current operations, and what it will have on future production levels to assist in the business planning process.

4 CUSTOMER FEEDBACK

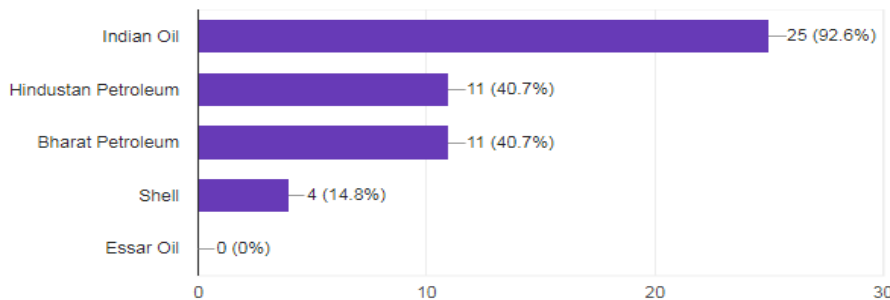
Annual Income

27 responses



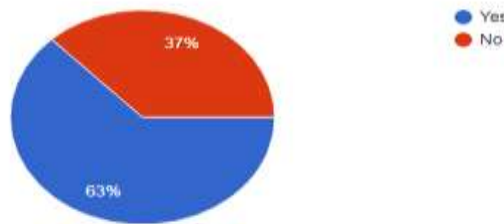
Which Petroleum company do you prefer?

27 responses



Are you aware about Servo (Lubricants) of IOCL?

27 responses



4.1 RETAIL OUTLET -COCO BKC

Manager – Mrs. Preeti Singh

Location - COCO BKC, C-67 'G' Block, BKC- Mumbai.

Landmark- Beside Bank Of America.

This petrol pump operates in Bandra Kurla Complex which is a commercial area which has all the headquarter of top notch offices. There is only one petrol pump operating in this vicinity, which is Company Operated Company Owned named as COCO BKC. The day we visited petrol pump, we met Manager Mrs. Preeti Singh. Who helped us understand the whole operation of the pump and explained the overview of the sales of that area.

- Number of Display Unit- 3
- Number of nozzles- 18
 - Petrol nozzle- 8
 - Xtra Premium - 2
 - Diesel nozzle-8

Customer Attendants (CA) are the face of Indian oil petrol pump that represents the company. It is very important that they play their right role toward the betterment of the company. Below is some information of the Customer Attendants

- Number of Customer Attendants-6
- No. of 4W DU CA's - 4
- Number of Pump Island- 3
- No. of debit/credit machines – 6

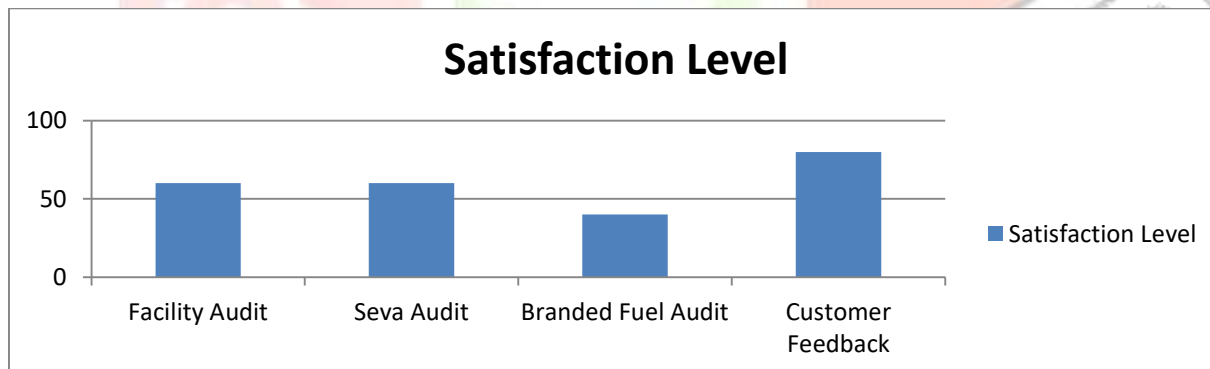
4.1.1 OBSERVATION

Satisfactions :

- Infrastructure were well maintained.
- Proper marshaling were carried out .
- All DU's were working properly .
- All CA's were in neat and tidy uniform
- Satisfied customers.
- Toilets were maintained properly
- Pit stop well maintained
- Wind shield wipe services were provided.
- Vacuum cleaner were well maintained.

Dissatisfaction :

- No CCTV Footage available.
- One printed bill machine were not working.
- Lack of monitors/displays in the office.



The above graph is based on our observation, where the bar shows the satisfaction level of each audit.

5 FINDINGS

The major findings of the study were that: there were no fundamental disconnects in the respective understandings of managers and guests; however, the two groups used different language to describe luxury, service quality and satisfaction; the managers evaluated satisfaction in terms of services provided, but the guests conceptualized satisfaction in terms of value received for the price of lodging; and luxury, service quality and satisfaction were closely related in the minds of the managers and guests and were not independent constructs.

6 SUGGESTIONS

Indian Oil should emphasis on more branding and promotional activities like sales promotion, banners and display adds. There is need to motivate and train the customer attendant (CA) for better performance at the fuel station. The fuel stations should promote the Indian Oil lubricant products such as to attract customer attention towards them and get better sales. All fuel stations should be attached with CCTV cameras so as to ensure the security and also to store minimum of 15 days footage data.

7 CONCLUSION

Looking at the various graphs and pie charts, there were some results that could be easily derived, which are as follows:

- Commercial users don't prefer using branded fuels.
- HPCL gives IOCL a big competition and people have much more preference towards HP. Income groups of less than 20000 are reluctant towards buying the branded fuels. Study on Brand Performance of Xtra-mile Diesel 36 .
- The brand loyalty is high among private users as compared to commercial users, which can be attributed to the fact that commercial users don't prefer branded fuels themselves.
- The brand recall value is high among private users. Although it isn't too bad for commercial users but they required little aid or high aid in most of the cases. On the other hand, most of the private users could recall the brand without any aid.
- People are not able to recall the advertisements, irrespective of the kinds of users they are. Among the open-ended questions, where there were some views asked from the respondents, there were some common results found out. First of all, people generally complained about the worthiness of what they got.
- People believe that they get normal fuel in the name of branded, fuel provided is less than the value shown on meters and mixing is a big problem. Also, people want that facilities be improved at the petrol pumps. Generally, people who have not used Xtramile, or other branded diesels, prefer not to do so due to cost in most of the cases.

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