Customer Satisfaction Of The Company Ford India

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Abstract : Ford's initial customer satisfaction policy was based on QSP that is Quality System Procedures but now they are giving importance to providing guest experiences to customers in the best possible manner.The literature review highlights on elements such such customer satisfaction and its relationship with productivity,customer satisfaction index as one of the emerging indicator for measuring customer satisfaction, sales perspective and its influence over customer satisfaction, difference between quality and satisfaction of Ford etc.The research gap shows the transformation Ford engaged in by giving up on the QSP policy and bringing the customer guest experience at first hand. Analysing the thought process of customers, their experiences and expectations are looked upon in the scope of this research paper. The limitation of the research is that random sampling method has been adopted for the collection of data along with a sample size of about 100 respondents.

IndexTerms - **Customer Satisfaction, Quality System Procedures,Sample size.**

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I. INTRODUCTION

We are identifying the level of customer satisfaction among the customers of Ford India. As the various organisations are increasing their focus on the customer's level of satisfaction. These companies need to achieve a high level of customer loyalty and it is in their best interest to do everything in their hands to retain them. Customer satisfaction is the simplest as well the best way to ensure customer loyalty. When the customers are satisfied it usually displays that the organisation was able to meet or exceed their expectations. The most complex task is to find out what does a customer desire and what does he expect from an organisation. One must ensure that they are able to make the customer happy.

1.1 Customer Satisfaction

According to Philip Kotler "person's feelings of pleasure or disappointment which resulted from comparing a product's perceived performance or outcome against his/her expectations" is defined as customer satisfaction.

1.2 Who is a customer?

A customer is basically a set of people who come in contact with the organisations, these people are the buyers of the product/services that the organisation has to offer.

Customer satisfaction has various interpretations, for each firm the means to achieve customer satisfaction is different. All the companies aim at achieving customer satisfaction in order to achieve one major goal which is customer retention. Unlike earlier times where the companies use to make products in bulk and their main motive was to maximise their sales, now a days the firms are taking into consideration customer satisfaction too as their main motive is to keep the brand name and the company in the good books of the customer.

1.3 About Ford And Its Customer Satisfaction Policy

Ford is a subsidiary of the Ford Motor Company with it is headquarters in Chennai, Tamil Nadu. Ford is the sixth largest car maker in India. Ford came to India in 1926 but was shut down in 1954 and it re-entered the Indian market in 1995 as a joint venture with Mahindra and Mahindra Ltd. Ford India has given various vehicles to the Indian car market like Figo, Aspire, Ecosport, Endeavour, Mustang, Ikon, Escort, Mondeo, Fusion, Classic, Fiesta.

The Ford Motor Company India earlier used to function on their QCS policy and now it has shifted to Ford customer guest experience, earlier they used to do all the basics that were necessary for a car company to do that is to determine the vehicle desired by the customer, giving a proper product presentation, a test drive, after the delivery follow up but now since it has shifted to Ford Guest Experience it has to treat his customers as a guest on their premises. Their motive is to provide a guest like feeling to the customer which is why they are making a proper lounge with proper snacks and drinks. They are making the delivery of the vehicle a big day for the customer in all the possible ways. They message email and call the customers at regular intervals to tempt them back to the company, for promotional events, launch of a new vehicle and so on.

II. LITERATURE REVIEW

(Eugene W. Anderson, 1997)

The objective of this paper is to inspect whether there are conditions under which there are trade-offs between customer satisfaction and productivity. A review of the literature reveals two conflicting perspectives. One school of thought suggests that customer satisfaction and productivity are compatible, as improvements in customer satisfaction can decrease the time and effort devoted to handle returns, warranties, and complaint management, as well as lowers the cost of making future transactions. The second argues that increasing customer satisfaction should increase costs, as doing so often requires efforts to improve product attributes or overall product design. Together, the findings suggest support for the contention that trade-offs are more likely for services. Hence, simultaneous attempts to increase both customer satisfaction and productivity are likely to be more challenging in such industries.

(Sharma, 1997)

The objective of this paper is to inspect from the point of view of the sales representative the viability of giving motivations in light of consumer satisfaction. There has been negligible examination of this idea till date. This paper coordinates the surviving examination streams and furthermore uses field interviews with sales representatives to improve sales managers' comprehension of the predecessors and results of using CSBI frameworks.

The findings suggest that the evidence does not support the prevalent usage of CSBI systems for four reasons. First, in some industries, salespeople do not seem to have a large influence on customer satisfaction. Second, the present measure of customer satisfaction is flawed and might not able to predict customer repurchase behaviour adequately. Third, sales representatives are not clear on the kind of exertion that will improve consumer satisfaction. Finally, we don't know the long term effects of CSBI, however in the short term there may be a decrease in sales.

(Dawn Iacobucci, 1995)

In this article, we looked at the customer voice; we introduced two investigations, which we enabled respondents to choose whether they thought the term quality and satisfaction were similar or different. One study was a qualitative analysis of open-ended survey responses, the other, a set of experiments the two different methods, it was encouraging that there was some convergence across studies; for example, no differences between quality and satisfaction were found in either study for disconfirmation, keeping promises, customization, empathy, friendliness, or purchase intentions. Moreover, the results vide support for both the quality and satisfaction literatures in their positioning a relative judgment of experiences versus expectations as an antecedent and purchase intentions as a consequence. However, neither one of the findings distinguishes quality from satisfaction. Although null results remain open to alternative explanations, convergent lack of differences resulting from multiple studies with complementary methodologies are less so.

Thus, perhaps the difference between quality and satisfaction mirrors managerial versus customer concerns; a manager and service-providing firm tries to provide "high-quality" service, and a customer experiences the service encounter and is "satisfied" or not.

(Roland T. Rust, 1999)

We show that some of the most common beliefs about customer-perceived quality are wrong. For example, 1) it is not necessary to exceed customer expectations to increase preference, 2) receiving an expected level of bad service does not reduce preference, 3) rational customers may rationally choose an option with lower expected quality, even if all non- quality attributes are equal, and 4) paying more attention to loyal, experienced customers can sometimes be counter-productive. These surprising findings make sense in retrospect, once customer expectations are viewed as distributions, rather than simple point expectations. That is, each customer has a probability density function that describes the relative likelihood that a particular quality outcome will be experienced. Customers form these expectation distributions based on their cumulative experience with the good or service. A customer's cumulative expectation distribution may be conceptualized as being a predictive density for the next transaction.

(Sullivan, Calling, 2009)

The study depicts the influence over stock market by customer satisfaction and current earnings. The research undergoes both marketing and accounting aspects of an organisation. The present discourse is centred on whether fulfilment is incrementally important, that is, regardless of whether fulfilment information increment the capacity to clarify firm an incentive in models that as of now contain income. Expanding the present exchange, we come to realize that speculators utilize consumer loyalty information in framing assumptions about future profit and that this impacts firm valuations. Put in an unexpected way, they demonstrate that the connection with profit is integral to understanding the effect of fulfilment on firm esteem.

The discoveries have essential administrative ramifications. The affinity of senior officials to concentrate on current income can be adverse to a company's advertising resources. The senior administration's hesitance to connect with advertising measures is expected, to some extent, to their vulnerability concerning whether such measures are important to money markets.

(Anderson, 1994)

Consumer satisfaction is utilized to screen execution, assign assets, and repay representatives. It likewise gives data to an extensive variety of premium gatherings, including clients, contenders, speculators, and open arrangement creators. These gatherings may utilize consumer satisfaction to evaluate an organisation's quality, level of defenselessness to rivalry, estimation of impalpable client resources, and commitment to general monetary welfare.

Consumer loyalty is observed to be touchier to quality and less touchy to desires when there is more prominent saw variety in quality. Customer fulfilment has a tendency to be more delicate to current quality and less delicate to desires under comparable conditions. At last, the discoveries recommend that fulfilment is moderately more delicate to saw quality when simplicity of assessing quality or trouble of institutionalizing quality is high or when separation or utilization is low. Negative disconfirmation is additionally more noteworthy under these conditions. On the other hand, desires increment in significance when separation or use is high and simplicity of assessing quality is low. One conceivable understanding of these discoveries is that if there is less change in saw quality - less disconfirmation - then fulfilment is driven more by expectations.

(Harold J. Ogden, 1996)

This article introduces a model for choosing the conveyance guarantee for a request that expands consumer loyalty. The model is aligned utilizing information gathered in a study of obtaining chiefs that accumulated reactions to different conveyance situations. Utilizing this model, the creators recommend a technique to endorse a fulfilment boosting conveyance plan for a gathering of requests.

A model has been proposed to help with managing a portion of the intricate exchange offs that must be made when booking generation and imparting conveyance guarantees. Its first goal is to allow a count of consumer loyalty with conveyance and, along these lines, encourage the choice of a wonderful conveyance promise. The technique for information gathering with one situation for every respondent has the upside of diminishing predispositions in comes about, however it has a tendency to be wasteful. The information accumulated in this examination demonstrated couple of shocks. Much of the time, coefficients were in the normal bearings. On the other hand, a rehashed measures approach in which respondents would rate a few conveyance circumstances could be utilized. This would enable the advertiser to accumulate more information with less between subject clamour and along these lines enhance the R2 of the model. We trust that the present research will give an appropriate purpose of take-off for extra chip away at the theme of consumer loyalty with conveyance benefit, and a heading in the arrangement of the exact genuine showcasing issue of guarantees and planning.

(Scott Widmier, 2002)

The article states the part of sales representative as limit spanners amongst associations and their clients are a basic segment to the conveyance of administrations. In the event that salesmen don't deal with administrations disappointment well, clients might be disappointed with administrations regardless of how client arranged whatever is left of them may be. There is observational and hypothetical proof that recommends clients are additionally ready to isolate situational factors from singular components while assessing business people.

One of the principle motivations behind this exploration was to address the worries that business people's fulfilment evaluations may be brought due down to factors outside their control. This think about. The remuneration offered to the client in this investigation comprised of diminishing or disposing of the client's deductible prerequisite on one claim. For the high pay condition, this constituted a hundred-dollar deductible waiver to the customer. The ponder additionally has suggestions for salespersons. In this examination, business people were not considered responsible for benefit disappointments that are seen as outside their ability to control. Be that as it may, repaying clients in this examination did not influence client fulfilment with the salesmen whether the disappointment was seen as inside or past the salesmen's control.

This recommends that in circumstances where sales representatives are the reason for administrations disappointment, they will be unable to utilize remuneration to give penance for poor consumer loyalty evaluations. Keeping in mind the end goal to pick up great assessments from clients, sales representatives need to guarantee that they are not the reason for any administrations disappointment. Likewise, sales representatives will most likely be unable to accept the open door managed by an administration inability to swell their consumer loyalty evaluations through the offering of client remuneration.

III. RESEARCH GAP

. The previous researches that were conducted on Ford's customer satisfaction were based on their old policy (that is FORD QCS) which the Ford Company realised that it required a major change so in March 2017 they came out with FORD CUSTOMER GUEST EXPERIENCE. The showrooms were given a grace period of 5 months to make necessary changes. These changes included a proper after sales service, high level of hospitality, product presentation both physically as well as virtually, making the delivery day memorable for the customers. Earlier in the QCS format the only thing they cared about was the delivery and servicing but now they want to earn the customer loyalty so as to grow up in the ladder of the biggest and the most trusted manufacturers in the nation, they want to establish a proper brand name. Earlier in case of any component of a part became faulty they used to change the entire part which was costly for the customers now they only change the component. They have also come up with a servicing cost sheet according to which only the customer will be charged and not a penny more (until there is any damage that might have occurred to a part).

3.1 Scope

The Research is being conducted to measure the experiences and expectations of the customers to identify a trend in their thinking pattern to formulate better means to satisfy the customer.
Define and analyse the customer's experiences on the basis of the key deliverables.
This will be giving us an insight of the customers thought process.

3.2 Limitations

The research is only limited to the city of Bengaluru, so we might not be able to get a proper idea of the expectations of the people of India as a whole.
The sample size is curbed at a number of 100 respondents which is done on the basis of random sampling.

IV. RESEARCH METHODOLOGY

The research will be conducted by a pilot survey and personal interviews of the sales consultants, potential as well as existing customers. We will be taking interviews of about 20-25 people for all the above mentioned target interviewing groups. We will be asking questions from the questionnaire which will take into consideration the key factors that will give us a proper picture of the level of customer satisfaction among the customers. The research was based on a study of a sample, which is being sized 100, using simple random sampling method from the

current customer database of Ford. The research will be conducted through the Primary sources with the aid of the research tool, the questionnaire.

4.1 Sources of Data Collection

Our sources of data collection include primary data, pilot survey and a questionnaire.

Primary Data

The data is directly collected from the existing as well as potential customers of Ford. Our primary focus was on existing customers followed by the ones who are keen or have the potential for making the purchase of this kind of car.

Pilot Survey

This will be conducted to bring to light that what does the employees think might influence the customer in a positive manner and will aid him to go for a Ford vehicle. This thought might be in perspective of a better in house experience, better hospitality, better quality of product or even the delivery experience. To ensure we get the above data the employees of Ford will be undergoing an interview which will have the sole objective to get a pool of ways that might increase the customer satisfaction of the company. The only question asked to them will be "What according to them might increase the level of customer satisfaction."

4.2 Research Tool (Questionnaire)

A questionnaire has been prepared for the purpose of data collection. These questions revolve around the entire study which is being conducted in this research paper.It helps in detailed collection of the information of customers and thereby understanding their needs.

V.CONCLUSION

The study tells us that there is a very huge customer base for Ford, India. It has been one of the India's top automobile company in the car segment. The different methodology used enables us to know about the customers satisfaction index. The in-depth study of the internal sources (literature reviews) helped in forming a deeper understanding about both customer's importance in the sector specified as well as the position of Ford. The questionnaire helped in forming a view that within India, a major share of the customers are satisfied with Ford cars. They really like the product design, durability, customer service and rated the company as one of the car manufactures across globe.

The only limitation of the study was the sample size of the population but the data collected through the different sources like the internet made us understand a global scenario about how well the Ford cars are performing throughout India. This was also determined using the Customer satisfaction index values.

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