



## **AN ANALYSIS OF CUSTOMER SATISFACTION AFTER SALE SERVICES IN INDIAN TRACTOR INDUSTRY**

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### **ABSTRACT**

*Tractor industry is an important industry of India. All companies are working to achieve customer satisfaction by providing excellent after sale service. In this paper, we discuss about the customer services aspects of after sale service of tractor industry. We also present recommendations to achieve customer satisfaction.*

**KEYWORDS** – Tractor, India, Customer, Services.

### **1- INTRODUCTION**

Tractor industry comes under rural market. Tractor is a specifically designed machine to deliver a high traction at slow speeds, for the purposes of hauling a trailer or machinery used in agriculture or construction. After independent Agricultural mechanization has taken new wing. Tractor industries has played key role in transforming India into powered mechanization. Initially India was fulfilling its demand through import of tractors but there was big gap between demand and supply. In 1951 there were 8,500 tractors in use, 20,000 in

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1955 and 37,000 by 1960. Local production began with joint venture of local industrialists and international tractor manufacturers. In 1961 total production was only 880 units per year. Eicher, Gujarat Tractors, TAFE, Escorts, M&M were the major tractor manufacturers.

With the help of government supported credit policy for farmers' tractor market expand rapidly. By 1990 Total 12 Lacs tractors were in the field. After liberalization since 1992 it has not been necessary to obtain an industrial license for tractor manufacture in India. With no production constrain and, more and more competitor in the market now game has changed. Intense competition also led to rapid advances in design and quality. Now India is world's biggest producer and consumer of tractors. With Rs. 4,000 Cr. Industry and so many options Indian tractor customer has become king.

In this competitive world of we have to take every decision very carefully. Every action has to be cost effective and give maximum mileage [1-3]. Rather than taking decision in board room it is must we first go to end customer take their views or suggestions, analyses their inputs through deferent methods. The objective of the study is to analyse the tractor service sector in India so that a desired level of customer satisfaction can be achieved. Modern marketing is characterised by increasing demands for high quality services [4-6]. The rapidly changing market environment characterised by its high level of complexity, uncertainty and dynamic nature is faced with increased pressures to improve internal efficiency by improving services. The objective aimed to improve the quality of services to achieve the customer satisfaction for tractor service sector.

## **2- TRACTOR CUSTOMER SERVICES**

A service is a periodic routine inspection and maintenance of a vehicle or other machine. A **motor vehicle service** is a series of maintenance procedures carried out at a set time interval or after the vehicle has travelled a certain distance. The service intervals are specified by the vehicle manufacturer in a service schedule and some modern tractors display the due date for the next service electronically on the instrument panel. Tractor usage is measured in hours, not miles.

There are two types of maintenance:

- (a) Preventive Maintenance
- (b) Breakdown Maintenance

**(a) Preventive Maintenance:** Preventative maintenance is maintenance that is regularly performed on a piece of equipment to lessen the likelihood of it failing. Preventative maintenance is performed while the equipment is still working, so that it does not break down unexpectedly. It is based on principle that 'Prevention is better than cure'.

**(b) Breakdown Maintenance:** Breakdown maintenance is maintenance performed on equipment that has broken down and is unusable. It is based on a breakdown maintenance trigger. It may be either planned or it can be unplanned.

Services are intangible economic activities offered by one party to another. Customer Services are the services provided by the industry to the customer for establishing better relations with customer, satisfying their needs; make the customer feel simply good and ensuring customer loyalty.

To give better customer service we should understand customers' needs first.

Customers' Needs can be divided into two aspects:

1. Functional Needs
2. Emotional Needs

2.1.1 FUNCTIONAL NEEDS: The customers' needs which have more to do with customer's tractor are known as functional needs. The needs are functional based like the tractor should be in good condition and if any problem occurs; it should be resolved quickly without any discomfort to customer.

A list of functional needs

1. Parts other than consumable parts also provided at home.
2. Dealer should tell them about the different implement, & their use.
3. Dealer should tell them about the changes in tractor.
4. Washing & Greasing should be done during service.
5. Greasing should be done in every service & it should be free.
6. All the parts should be available at service center.
7. All 38 point to be covered during service.
8. Service should be done at fast rate.
9. Test drive of tractor should be taken before & after the service.
10. Problem should be solved in first time.

11. Supervisor properly listen their problem.
12. Service center should be automated.
13. All the modern tool & method should be use at service center.

2.1.2 EMOTIONAL NEEDS : The needs which have more to do with customer's feelings rather than tractor, needs which don't have any relation with the working of the tractor but only want to get a better experience are known as emotional services.

A list of emotional needs

1. Services point should be available near to customer reach.
2. Door step service facility should be provided.
3. Extra tractor should be provided during off road condition.
4. Free pick & drop facility should be given.
5. Time & Money should be told before service.
6. Scheme related to discount on spare parts or service should be given to customer.
7. Dealer should visit the village.
8. Reminder/SMS for due service.
9. Information about opening & closing time of service center should be present at service center.
10. Information about holidays should be present at service center.
11. Information about the name & mobile number of mechanic & engineer should be given to the customer.
12. Computerized bill should be given to customer.
13. Behavior of mechanic and manager should be good.
14. Customer room with facilities of water & tea should be provided to the customer at service centre.
15. Information about the spare parts movement should be given.
16. Post Service Feedback should be taken.
17. Lucky draw coupon system should be there.

### **3- RECOMMENDATIONS**

Customers want trust, reach and resolution of the concerns without any delay. Following the results of our thesis we have to take following initiatives to improve customer satisfaction;

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(a) Customer Trust:

1. Time and charges must be communicated to the customers before the service. During service if mechanic find any extra defect in the tractors he must consult customer before repairing it.
2. Behavior of the mechanic and customer care manager should be good.
3. Transparency in the billing and job done has be ensure.
4. After service Customer care manager must inform customer about the work done on his tractor and take his feedback.
5. If customer wants seating arrangement has to provide such way that customer can see the work going on, on his tractor.
6. Ensure service due date reminders
7. Customer feedback after 3-4 days of service.
8. The company should provide some schemes and gift offers to their regular customers.
9. SMS/ Reminder service should be provided on new features and development to the customers to remain in touch with them.
10. The company must take initiative regarding feedback and complaints to make good relation with the customers.
11. Customer meet and driver training program will help in to improve customer confidence.

(b) Customer Reach

1. Door step service for the customers
2. Help line facility for the customers
3. Service outlet in different areas
4. Service camps at village level and prior communication through SMS or letter in native languages.

(c) Resolution of concern without any delay

1. 24 Hrs Help line facility
2. Availability of spare parts
3. Availability of required commercial and special tools for tractor repairing
4. Availability of trained manpower

## **4- CONCLUSION**

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In this paper, we discuss about the customer services aspects of after sale service of tractor industry. We also present recommendations to achieve customer satisfaction. We believe that our recommendations will help us achieve better satisfaction for customers.

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