

Customer Satisfaction of the Product “ACME ERP”

K.Poovarasana, Fabiyola Kavitha, A.Kamal

Abstract Today, shopper reliability has transformed into the key for association accomplishment and survival in overall test. In any case, various assessments on customer lead exhibit that delightful existing customers is easier than attracting new customers. Satisfying the customer is definitely not a basic technique and various assessments show it is multidimensional while the creating of online trades and online PC organizations hugly influences customer wants and dependability. So to speak, the customers become increasingly savvy and all the all the more mentioning.

Keywords : E-Learning Companies, Customer Satisfaction Level

I. INTRODUCTION

As of late, numerous online instruments (sites) have been created to contrast items or administrations and contenders' – numerous organizations utilize these devices in their sites as ads to demonstrate that their items or administrations are either less expensive or superior to their rivals. Most PC specialist organizations, for example, Asseco Poland SA, Click Computers and Best - Buy utilize online client surveys and show those audits online as promoting instruments to pull in new clients. [19],[21],[23] The retailer can utilize this input to improve their exhibition and increment the consumer loyalty. Since a large number of the unsatisfied clients will give input to future clients, the retailer ought to guarantee most of their clients are fulfilled before distributing the criticism. Something else, this may construct a frightful notoriety for the organization.. [7],[9] ,[11]

II. DATA ANALYSIS AND INTERPRETATION

Analysis of data is a process of inspecting, cleaning, transforming, and modeling data with the goal of discovering useful information, suggesting conclusions, and supporting decision making. Data analysis has multiple facts and approaches, encompassing diverse techniques under a variety of names, in different business, science, and social science domains.

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Table 1:table showing ease of the installation software

Table No: 1 Table showing ease of the installation of software

SN	Particulars	Respondents	Percentage
1	1 (very dissatisfied)	5	1.17
2	2 (dissatisfied)	10	2.35
3	3 (Neutral)	0	0
4	4 (Satisfied)	350	82.35
5	5 (very satisfied)	60	14.11
	Total	425	100%

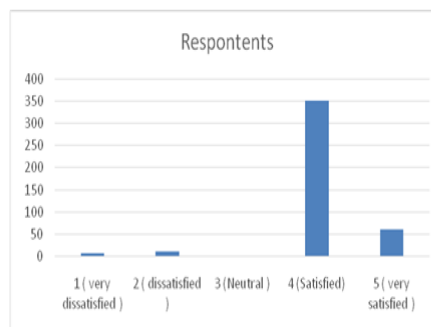
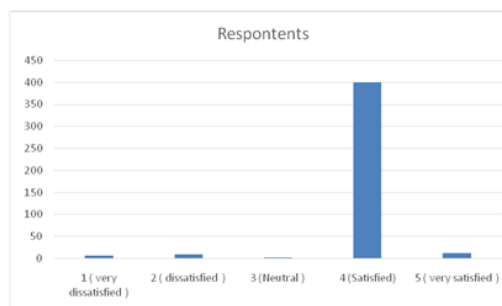


Fig 1: showing ease of the installation software

Table 2:showing completeness and accuracy of installation

Table No: 2 Table showing completeness and accuracy of installation

SN	Particulars	Respondents	Percentage
	1 (very dissatisfied)	6	1.41
	2 (dissatisfied)	9	2.11
	3 (Neutral)	2	0.47
	4 (Satisfied)	400	94.11
	5 (very satisfied)	12	2.82
		425	100%



Interpretation

Fig 2: showing completeness and accuracy of installation

Interpretation

The above table indicates that 94.11 % customers feel satisfied with the completeness and accuracy of software , 2.82 % customers feel very satisfied, 2.11 % customers are dissatisfied, while 1.41 customers feel very dissatisfied with completeness and accuracy of software[2],[4],[6]

Table 3:people response

SN	Particulars	Respondents	Percentage
1	(very dissatisfied)	12	2.82
2	(dissatisfied)	9	2.11
3	(Neutral)	0	0
4	(Satisfied)	375	88.23
5	(very satisfied)	29	6.82
		425	100%

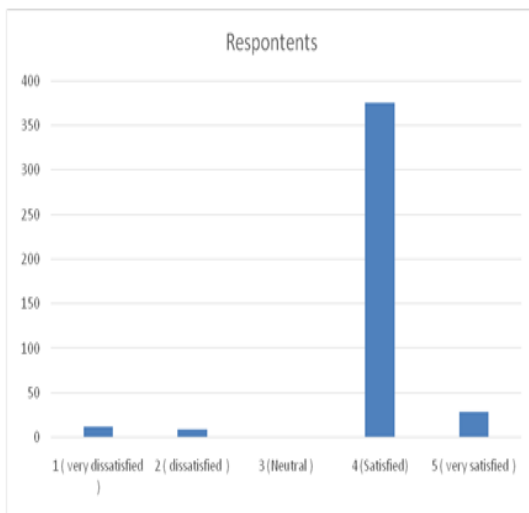


Fig 3:people response

TABLE 4:Peoples Respondents

SN	Particulars	Respondents	Percentage
1	(very dissatisfied)	13	3.05
2	(dissatisfied)	2	0.47
3	(Neutral)	0	0
4	(Satisfied)	401	94.35
5	(very satisfied)	9	2.11
		425	100%

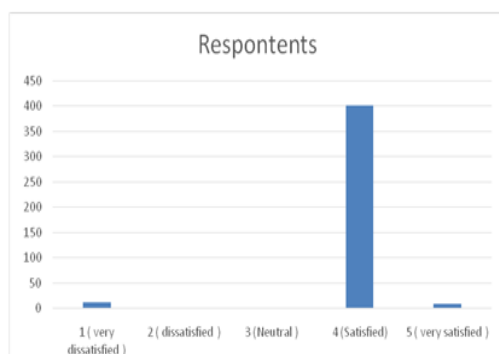


FIG 4: Peoples Respondents

table 5: showing long term ability of the software to function without errors and problems
CHI-SQUARE

SN	Particulars	Respondents	Percentage
1	(very dissatisfied)	0	0
2	(dissatisfied)	0	0
3	(Neutral)	10	2.35
4	(Satisfied)	400	94.11
5	(very satisfied)	15	3.52
		425	100%

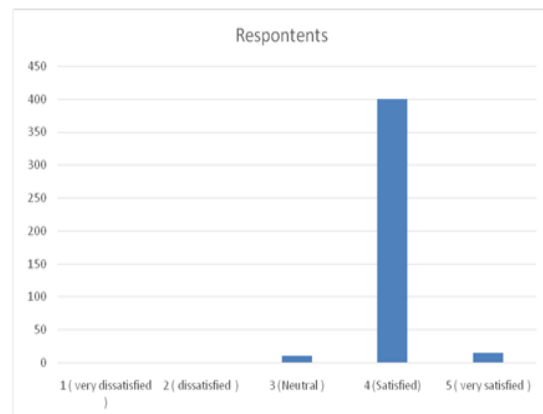


Fig 5: showing long term ability of the software to function without errors and problems
CHI-SQUARE

Interpretation

1)Software to function without crash and service interruptions

Solutions:- (i) Null hypotesis:-Software does not have ability of the initially delivered software to function without crash and service interruptions [20],[22], [24]

(ii) Alternative hypothesis:- Software has ability of the initially delivered software to function without crash and service interruptions[8],[10] ,[12]

$$\chi = E \frac{[(O-E)^2]}{E} = 58.545$$

E

Calculated value =58.545

O	$E = \frac{R \cdot T \cdot C}{G \cdot T}$	(O-E)	(O-E) ²	$\frac{(O-E)^2}{E}$
12	$21 \times 387 / 425 = 19.1$	-7.1	50.41	2.63
9	$21 \times 38 / 425 = 1.87$	7.13	50.83	27.18
375	$404 \times 387 / 425 = 367.87$	7.13	50.83	0.135
29	$404 \times 38 / 425 = 0.025$	28.975	829.44	28.60
	Total			58.545

degrees of freedom

Degree of freedom :-

$$V=[r-1][c-1]$$

$$V= [2-1][2-1]$$

$$V= 1*1=1$$

Table value = 3.84(constant)

Calculated value>Table value

It is not significant [25],[27],[29]

So alternative hypothesis is accepted. [13], [15], [17]

Conclusion:- Software has ability of the initially delivered software to function without crash and service interruptions.

2) Long term ability of the software to function without errors and

26],[28],[30]problems

2	2	4
402	19	421
404	21	425

Solutions:- (i) Null hypothesis:-

O	E= $\frac{R.T \times C.T}{G.T}$	[O-E]	[O-E] ²	$\frac{[O-E]^2}{E}$
2	$4*404/425=3.802$	-1.802	3.24	0.852
2	$4*21/425=0.197$	1.803	3.25	1.649
402	$421*404/425=400.19$	1.81	3.27	8.17
19	$421*21/425=20.80$	-1.8	3.24	0.155
				10.826

$$\chi^2 = \frac{E [(O-E)]}{E} = 10.826$$

E

$$\chi^2 = \frac{E [(O-E)]}{E} = 10.826$$

E

Calculated value =10.826

Degree of freedom :-

$$V=[r-1][c-1]$$

$$V= [2-1][2-1]$$

$$V= 1*1=1$$

Table value = 3.84(constant)

Calculated value >Table value

It is not significant

So alternative hypothesis is accepted. [14],[16], [18]

Conclusion:-Software has long term ability of the software to function without errors and proble

1	$2*417/425=1.96$	-0.96	0.92	0.46
1	$2*8/425=0.037$	0.963	0.92	24.86
416	$423*417/425=415.03$	0.97	0.94	2.26
7	$423*8/425=7.96$	-0.96	0.92	0.11
	Total			27.69

Solutions:- (i) Null hypothesis:- Software doesn't have user friendliness of the software

(ii) Alternative hypothesis:- Software has a user friendliness of the software

$$\chi^2 = \frac{E [(O-E)]}{E} = 27.69$$

E

Calculated value =27.69

Degree of freedom :-

$$V=[r-1][c-1]$$

$$V= [2-1][2-1]$$

$$V= 1*1=1$$

Table value = 3.84(constant)

Calculated value >Table value

It is not significant

So alternative hypothesis is accepted.

Conclusion:- Software has a user friendliness of the

III. RESULTS

- 82.35 % of the customers feel satisfied ease of the installation of software.
94. 11 %of the customers express satisfaction over the accuracy of the installation and appreciate the ability of software to function without crashes or service interruptions.
- 88.23 % of the customers feel satisfied with long term ability of the software to function without crashes or services interruptions.
- 93.64% of the customers express satisfaction over the ability of the software to perform the tasks expected.
- 97.88 % of the customers feel that soft ware is user friendly.
- 71.05% of the customers feel that software has the character of completeness,



technical leadership compared to other similar products.

7. 70.82% of the customers feel that there is completeness of user documentation.
8. 82.35% of the customers have expressed satisfaction over completeness of training.
9. 88.23 %of the customers expressed satisfaction over usefulness of training.
10. 94.32% of the customers are satisfied with Boscosoftware product and service.
11. 70.58 % of the customers expressed dissatisfaction over the non-availability of technical support
12. 47.5 % of the customers feel that technical support is lacking in solving problems.

IV. SUGGESTIONS

Since most of the customers expressed dissatisfaction over the technical support provided by the company to solve technical problems faced by the customers, it is suggested thatThe company shall create four regions and place the customers in any one of the regions based on the language and distance, need not be state wise. The company shall open branches in all the four regions and appoint branch manager in each of the region.Each branch shall have the technical support team, headed by the manager who keeps track of all issues faced by the customers and offers timely assistance to the customers.Each branch shall have technical support team, training team and marketing and finance team.The manager shall send the daily report to the head office.

2. As most of the customers expressed that completeness of the training is very important, it is suggested that The company shall prepare a training manual.The company shall ensure that trainings take place at a regular intervals.Training sessions could be class room model or off the class room model.Training module can be in different languages.

3. In order to increase the customer strength, it is suggested thatEach branch shall have marketing team which will continuously explore the market opportunities. The company shall set targets on weekly basis.There shall be customer care team in every branch which shall take care of existing customers.

4. In order to keep the money flow steady, following suggestions are made:Each branch shall have finance team which shall control the expenses and monitor the income.The team shall ensure that without nagging the customers payments from the customers are regular[1],[3],[5]

V. CONCLUSION

The PC programming item and administration industry division forcefully experiences client rot, yet numerous PC programming and administration organizations discover it is simpler to pull in new clients as opposed to keeping current clients, which is inverse to reality.

As the creator outlines in writing survey, showcasing studies have demonstrated that keeping current clients is four to multiple times simpler than pulling in new clients. In the event that this is valid, at that point for what reason do numerous PC administration organizations think the inverse? A tremendous measure of writing has been inspected and broad examination has been directed by the writer to address this fundamental inquiry. Since the majority of PC support item attributes are elusive, at that point the greater part of customary quality devices can't be utilized. Estimating the nature of conveyed administration and item furnishes the organization with the experiences to enchant and hold clients. By deciding clients' needs and satisfying them, the PC administration organizations hold fulfilled clients, yet in addition decrease the expense of accumulating new clients. In different words, fulfilling the client is viewed as essential for organization long haul achievement.

Numerous examinations demonstrate the purpose behind organizations' inability to continue consumer loyalty is an absence of a hearty model to gauge consumer loyalty level (Vivra, 1997). All in all, the items and administrations are heterogeneous, indivisible and elusive, which clarifies why various organizations think that its hard to gauge nature of the administration and accordingly, neglect to fulfill their client prerequisites

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