

An Evaluation On Customer's Expectation And Approach Competence Of Flyton Xpress – Logistics Pvt. Ltd. Chennai

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Abstract

This examination titled "Issues looked by clients of Flyton Xpress- Perungudi, Chennai" helps the organization in dealing with the connections with clients, customers, and co-ordinations prospects. It includes utilizing the client input to arrange, mechanize, and synchronize business forms—primarily shipping exercises, yet in addition those for promoting, client care, and backing. The general objectives are to discover, pull in, and win new customers; sustain and hold those the organization as of now has; lure previous customers once again into the overlap; and decrease the expenses of promoting and customer administration. It portrays a broad business methodology including client interface offices just as different offices. The essential target of this venture is to lead an investigation on issues looked by clients of Flyton Xpress for the Logistics business. The investigation can be brought through by getting the criticism from the clients and contrast those outcomes and the normal outcomes.

- ❖ Population size : 330
- ❖ Sample Size : 100
- ❖ Sampling Technique : Convenience Sampling
- ❖ Statistical Tools : Chi Square, Correlation, One way ANOVA

By examining and contrasting the impression of the clients of Flyton Xpress we can get a compelling association with the clients. It is significant that to keep up a solid association with clients. This will help Flyton Xpress to set up a sensible offer in the commercial center.

Keywords: Flyton Xpress, Organization, Correlation and ANOVA

Introduction

The greatest administration challenge in the new thousand years of progression and globalization for a business is to serve and keep up great association with the ruler – the client. In the past makers underestimated their clients, in light of the fact that around then the clients were not requesting nor had elective wellspring of inventory or providers. Be that as it may, today there is an extreme change. The changing business condition is described by

monetary advancement, expanding rivalry, high shopper decision, requesting client, more accentuation on quality and estimation of procurement and so on.

Every one of these progressions have made the present maker move from customary showcasing to current advertising. Present day advertising calls for more than building up an item, valuing it, advancing it and making it open to target client. It requests building trust, a coupling power and worth included association with the customers. The procedure of building up a helpful and collective connection between the purchaser and dealer is called client relationship the executives in a matter of seconds called CRM. The possibility of CRM is to know the individual client personally, with the goal that the organization has a redone item prepared for him even before he requests it.

Objectives of the study

Primary objectives

- ❖ To consider the issues looked by the clients of Flyton Xpress in Chennai

Secondary objectives

- ❖ To think about the desires for the clients of Flyton Xpress with the real administrations conveyed by the organization.
- ❖ To distinguish the clients feeling on Flyton Xpress goals of grievances.
- ❖ To decide the clients' fulfillment on Flyton Xpress administrations and their aim towards profiting of Flyton Xpress benefits in future.

Scope of the study

The administration business frames a spine of social and monetary advancement of a district. It has risen as the biggest and quickest developing parts on the planet economy, making higher commitments to the worldwide yield and business. Its development rate has been higher than that of horticulture and assembling segments. It is a huge and most unique piece of the Indian economy both as far as work potential and commitment to national pay. It covers a wide scope of exercises, for example, exchanging, transportation and correspondence, money related, land and business administrations, just as network, social and individual administrations. The administration segment is getting much merited consideration coming about because of its inescapable job in a nation's financial advancement. With expanded globalization, rivalry, higher client turnover, developing client obtaining cost and rising client desires in the present aggressive world, CRM has turned into a significant device for a few specialist organizations so as to hold their clients for extensive stretch. Analysts found that building up a CRM procedure with the assistance of convenient administration, coordinated showcasing, and delivering modified administrations would be a lifeline for the administrations business. This investigation opens up the connection between the clients and the administration. From the examination association can grow better CRM strategies with their clients.

Research Methodology

Research philosophy is one of the principle parts of very investigate. This clarifies how the analyst directs this undertaking. The word research shows the mode or the method

for achieving an end. The cutting edge world is loaded with logical innovations and looks for a logical viewpoint to everything. Any logical methodology ought to have a technique or diagram to be pursued to achieve a specific objective. Through methodological, efficient methodology, we can consider exactness and obvious end. There is no control without approach. The philosophy embraced in this examination is talked about underneath in short.

Research Design

An exploration configuration is the plan of conditions for the accumulation and examination of information in a way that expects to join significance to the exploration reason.

Area of the Study

Zone studies are interdisciplinary fields of research and grant relating to specific land, national/government, or social areas. The term exists principally as a general depiction for what seem to be, in the act of grant, numerous heterogeneous fields of research, incorporating both the sociologies and the humanities. Run of the mill territory studies projects include history, political theory, human science, social investigations, dialects, topography, writing, and related controls. The investigation is led in showcasing branch of Flyton Xpress in Chennai. Flyton Xpress has clients from everywhere throughout the India.

DATA ANALYSIS AND INTERPRETATIONS

Table 1. Showing the association of customers with Flyton Xpress International

Years	Respondents	Percent
<1 year	18	18
1-2 years	28	28
2-3 years	36	36
>3years	18	18
Total	100	100.0

Inference:

The above chart shows that 36% of customers are availing services from Flyton Xpress for more than 2 years to less than 3 years, 28% are availing services for about 1-2 years, 18% are availing services from Flyton Xpress for about 2-3 years and 18% are availing services from more than 3 years. Hence, the service lag has been there that has to be improved with customers of Flyton Xpress.

Table 2. Showing the kind of services that customers are availing from Flyton Xpress.

Services availed	Respondents	Percent
Ocean Freight Services	30	30
Road Transport	18	18
Warehouse Management	8	8
Customs Management Services	44	44
Total	100	100.0

Inference:

The above chart shows that 44% of the customers are availing Customs Management Services, 30% of the customers are availing Ocean Freight Services, 18% of the customers are availing employee Road Transport services, and 8% of the customers are availing Warehouse Management from Flyton Xpress. Hence, Warehouse Management avenues are to be improved to higher level such that it can also facilitate CRM.

Table 3. Showing the customers who had availed the same services from other companies

Particular	Respondents	Percent
Yes	65	65.0
No	35	35.0
Total	100	100.0

Inference:

The above chart shows that 65% of the customers have availed the services from other companies and 35% of the customers have not availed the services from any other companies and be loyal to Flyton Xpress. Hence, the majority of 65% has to be tapped back to Flyton Xpress services by improving the CRM mechanism.

Table 4. Showing the companies from which customers have availed the same services.

Particular	Respondents	Percent
Vega Logistics	33	33
DHL Logistics	47	47
Others	20	20
Total	100	100

Inference:

The above chart shows that 47% of the customers have availed the services from DHL Logistics, 33% have availed services from Vega Logistics and 20% have availed the services from other companies.

Table 5. Showing the kind of services customers had availed from other companies

Particular	Respondents	Percent
Ocean Freight Services	30	30
Road Transport	23	23
Warehouse Management	47	47
Total	100	100

Inference:

The above chart shows that 47% of the customers have availed Warehouse Management services, 30% of the customers have availed Ocean Freight Services and 23% of the customers have availed Road Transport services from other companies.

Table 6. Showing the evaluation and comparison of the services provided by Flyton Xpress against the services provided by other companies

Attributes related to service delivery	Evaluation of customers response by comparing FLYTON XPRESS's service delivery with other companies
Personnel	2.5
Timely communication	2.3
Customized solution	2.2
Post-delivery guidance	1.89
Consistency in service quality	1.89
Promptness	1.84
Grievance Redressal	1.84
Honoring deadliness	1.82
Price	1.79
Weights: 1- worse than FLYTON XPRESS, 2- same as FLYTON XPRESS, 3- better than FLYTON XPRESS	

Inference:

The above graph shows that personnel, timely communication and customized solutions are the attributes in which other companies are better than FLYTON XPRESS. Post-delivery guidance, consistency in service quality, promptness, grievance redressal, honoring deadliness and price are the attributes in which FLYTON XPRESS is better than other companies.

Table 7. Showing the evaluation and comparison of the services provided by FLYTON XPRESS against the services provided by major competitors (Vega Logistics and DHL Logistics)

Attributes related to service delivery	Evaluation of customers response by comparing FLYTON XPRESS's service delivery with Vega Logistics & DHL Logistics
Customized solutions	2.3
Personnel	2.22
Timely communication	2.13
Honoring deadliness	2.02
Consistency in service quality	1.86
Promptness	1.76
Post-delivery guidance	1.73
Price	1.7
Grievance redressal	1.7
Weights: 1- worse than FLYTON XPRESS, 2- same as FLYTON XPRESS, 3- better than FLYTON XPRESS	

Inference:

The above graph shows that customized solutions, personnel, timely communication, honoring deadliness are the attributes in which Vega Logistics and DHL Logistics are better than FLYTON XPRESS. Promptness, post delivery guidance, price, grievance redressal are the attributes in which FLYTON XPRESS is better than Vega Logistics and DHL Logistics

Table 8. Showing the evaluation of the agreement to the statements given by the customers which are related to FLYTON XPRESS

Statements that are related to FLYTON XPRESS	Evaluation of the agreement to the statements given by the customers that are related to FLYTON XPRESS
Adequate staff are provided by FLYTON XPRESS for service delivery	3.4
Solutions provided are matching to the requirements	3.2
Communication is made in time	3.1
Staff are trained to handle the assignment	1.8
Service delivery is prompt	1.8
Staff are knowledge	1.79
Staff are polite and understanding	1.76
Fee charged is reasonable	1.6
The service promised was fully delivered	1.6
Information is provided adequately	1.58
Process of service was clearly explained	1.59
Weights: 1- strongly agree, 2- agree, 3- neither agree nor disagree, 4- dis agree, 5- strongly disagree	

Inference:

The above graph shows that adequate staff provided by the company, customized solutions provided by the company and timely communication are the statements where customers disagree and rest of statements are agreed by the customers.

Table 9. Showing the evaluation of importance given by customers to the attributes that are related to service delivery

Attributes related to service delivery	Evaluation of importance given by customers to the attributes that are related to service delivery
Consistency in service quality	1.2
Price	1.2
Honoring deadliness	1.39
Customized solutions	1.48
Timely communication	1.56
Personnel	2.4
Promptness	2.7
Post delivery guidance	2.7
Grievance redressal	3.2

Weights: 1- most important, 2- important, 3- neither important nor unimportant, 4- unimportant, 5- most unimportant

Inference:

The above graph shows that consistency in service quality, price, honoring deadliness, customized solutions and timely are the attributes which are considered as most important. Personnel, promptness, post delivery guidance are the attributes which are considered as important. Only grievance redressal was considered as neither important or unimportant.

Table 10. Showing the acceptance of the customers that they encountered problems during service time

Particular	Respondents	Percent
Yes	86	86
No	14	14
Total	100	100

Inference:

The above chart shows that 14% of the customers have encountered problem during the service time and 86% of the customers did not encountered any problem during the service time.

ANALYSIS USING KARL PEARSON'S CORRELATION

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables.

Null hypothesis (H₀):

There is positive relationship between overall service and avail the service in future.

Alternate hypothesis (H₁):

There is negative relationship between overall service and avail the service in future.

Correlations			
		overall services	avail the services of Flyton Xpress in future
overall services	Pearson Correlation	1	-.146
	Sig. (2-tailed)		.149
	N	100	100
avail the services of Flyton Xpress in future	Pearson Correlation	-.146	1
	Sig. (2-tailed)	.149	
	N	100	100

$$r = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2} \sqrt{N\sum Y^2 - (\sum Y)^2}}$$

$$r = -0.146$$

	Sum of Squares	df	Mean Square	F	Sig.	INFERENCE
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Since r is negative, there is negative relationship between overall service and avail the service in future.

CHI- SQUARE TEST I – (ψ^2)

Chi-square is the sum of the squared difference between observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

Null hypothesis (Ho)

There is no significant difference between problem encounter with the system and any changes to be made in the level of service.

Alternate hypothesis (H1):

There is significant difference between problem encounter with the system and any changes to be made in the level of service.

Expected frequency = Row Total X Column Total

Grand Total

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
encounter any problem * suggest any changes to be made in the level of service	100	100.0%	0	.0%	100	100.0%

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6.748 ^a	1	.009		
Continuity Correction	5.394	1	.020		
Likelihood Ratio	8.624	1	.003		
Fisher's Exact Test				.011	.006
Linear-by-Linear Association	6.680	1	.010		
N of Valid Cases	100				

ONE-WAY ANOVA CLASSIFICATION

Null hypothesis (Ho):

There is a significance difference between time periods to associate with Flyton Xpress and avail the service from other company.

Alternate hypothesis (H1):

There is no significance difference between time periods to associate with Flyton Xpress and avail the service from other company.

Between Groups	.026	1	.026	.038	.847
Within Groups	67.014	98	.684		
Total	67.040	99			

Descriptive								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Yes	60	2.65	.850	.105	2.44	2.86	1	4
No	40	2.62	.779	.134	2.35	2.89	1	4
Total	100	2.64	.823	.082	2.48	2.80	1	4

INFERENCE:

The calculated value of F is less than the tabulated value. Hence, we accept the null hypothesis and conclude that there significance difference between time periods to associate with Flyton Xpress and avail the service from other company.

FINDINGS, SUGGESTIONS AND CONCLUSIONS

FINDINGS

1. It was found that majority of FLYTON XPRESS's customers are availing services from the company from 2 to 3 years.
2. 43% of customers availed Customs Management Services from FLYTON XPRESS and only 8% have approached for Warehouse Management.
3. 65% of the customers had shifted to FLYTON XPRESS from other companies. Out of that 47% of customers availed the same services from DHL Logistics and 33% of customers availed the same services from Vega Logistics and 20% customers equally availed from other local companies.
4. 44% of the customers availed Customs Management Services, 30% have availed Ocean Freight Services, 18% Road Transport and 8% of the customers have availed Warehouse Management from other companies.
5. In case of personnel, customized solutions and communication other companies were found to be outstanding than FLYTON XPRESS.
6. Majority of the customers considered promptness, personnel, communication, price, post service delivery as most important attributes in the level of service.
7. 66% of customers rated the overall services of FLYTON XPRESS as good and only 25% rated as fair.
8. It was found that majority of customers from all categories are most likely to avail services from FLYTON XPRESS in future and only few were not sure as they perceived that their company management may change.

9. All the customers are likely to avail the same services from FLYTON XPRESS, which they are availing at present.
10. Few of the customers have suggested FLYTON XPRESS for improving services further regarding various aspects like training, personnel and feedback.

SUGGESTIONS

- The company can change its communication method i.e. they can communicate to the customers on daily basis to avoid the gap on product delivery
- The company can increase its skill of members in order to deliver its services effectively.
- The company needs to educate the customers on their services related new services and its relevance to the customers.
- The company needs to scan the environment and offer additional sub categories of services in each service assignment matching to the competitors offerings.
- The company can collect feedback from its customers regularly, which may help them to improve in the setback areas on the approach where there is a need for change.
- Based on their existing customers' unique needs, company can expand their range of logistics services.

CONCLUSIONS

The response levels of Flyton Xpress customers were good and the problems were rectified with least support system. The overall services provided by Flyton Xpress were good. The customers' expectations are yet to be met by Flyton Xpress to provide customized services. This can be achieved only through widening their area of services.

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