ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 18/05/2018

CERTIFICATE

This is to certify that **Mr. Gurdeep Singh** bearing USN **1AY16MBA21** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **"A Study on Customer Satisfaction"** at Orient Technologies Pvt. Ltd., Bangalore is prepared by him under the guidance of **Prof. Archana Vijay** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD
Head of the Department
Department of MBA
Acharya Institute of Technolo
Soldevanahalli, Bangalor

Signature of Principal
PRINCIPAL
ACHARYA INSTITUTE OF TECHNOLOGY
Soldevanahalli Bangalore-560 107

Date: 04/04/2018

INTERNSHIP PROJECT CERTIFICATE

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. **GURDEEP SINGH**, **USN-1AY16MBA21** , student of **ACHARYA INSTITUTE OF TECHNOLOGY, BANGALORE** has successfully completed his project Training on the Project Title "**CUSTOMER SATISFACTIONAT ORIENT TECHNOLOGIES PVT. LTD**",Bangalore from 15th January to 24th March 2018.

During this period his performance and conduct was good.

He has exhibited a high level of enthusiasm and commitment in his work.

We wish him all the best for his future Endeavour's.

For Orient Technologies Pvt. Ltd.

Branch Manager-Bangalore

Orient Technologies Pvt. Ltd

Sales Office:Address: No. 6/4, 1st Floor, Cantonment Railway Station Road, Next to HKBK College, Bengaluru, Karnataka 560051

Regd. Office:502, 5th floor, Ackruti Star,Central Road, M.I.D.C.,Andheri (East), Mumbai, Maharashtra 400093

DECLARATION

I GURDEEP SINGH , hereby declare that the internship report entitled "A study on customer satisfaction at Orient Technologies Pvt. Ltd. " prepared by me under the guidance of prof. Archana Vijay , faculty of MBA Department, Acharya institute of Technology and External guidance by Mr. Sajid Patel , Branch Manager of Orient Technologies Pvt. Ltd. , Bengaluru.I also declare that this Project work is towards the partial fulfillment of the University Regulation for the award of degree of Master of Business Administration by Visvesvaraya Technological university, Belgaum. I have undergone a summer project for a period of ten weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other university/ institution.

PLACE: - BANGALORE

DATE: - 04/05/2018

Signature of the student

GURDEEP SINGH

ACKNOWLEDGEMENT

I would like to thank many people who have helped and supported me while doing my Internship Project and work.There are not enough words to offer my vote of thanks to Mr. S.C Pilli , Principal of Acharya Institutes , Dr. Nijaguna G , Head of Department - MBA , AIT Bangalore for their help in initiating the project report in advance for the regular motivation , my guides Mr. Sajid Patel , Branch Manager at Orient Technologies Pvt. Ltd. , Bangalore and Prof. Archana Vijay , Faculty of MBA Department , AIT Bangalore for their admirable help ,suggestions and opinions on the contribution during and after the Internship period.

Thanks a lot and appreciation to helping nature of employees at Orient Technologies for their support.

Place:Bengaluru   Gurdeep Singh

Date: USN:1AY16MBA21

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EXECUTIVE SUMMARY

Internship provides practical experience direction and it would be the first step towards a dream work for a job I started my internship from January 15 by joining Orient Technologies with an objective of getting good experience on many aspects of marketing activities in a real corporate set up. Though it was a tough job for me in the beginning but later on I was entrusted with various tasks and responsibilities. With the help of the organisation team members I got a chance to know more about the organizational activities, vision, mission and value statements of the particular organization and it's functions. Internship provides practical knowledge to student .Internship provides that how our theory knowledge can be applied on the practical working field. Internship is a good way to understand the practical experience in our life and it boosts our resume on work experience.

Orient Technologies has given me an opportunity to explore my thoughts on "Customer Satisfaction" .My interaction with marketing team has given me practical knowledge on hurdles and difficulties faced by them. By this practical knowledge I will be able to tackle future marketing problems in my professional life.

An internship benefit us:

- To provide the good scope for understanding the practical work experience on behalf of college studies .
- It offers the practical knowledge to gain the work experience.
- It provides ability to apply the classroom knowledge to a professional environment .
- It is the good platform to gain the practical experience for a fresher.

CHAPTER 1

INTRODUCTION

My internship project report is on the topic of "A study on customer satisfaction" at orient Technologies Pvt. Ltd. .In the beginning it was a though job for me but later on I was put with various tasks and responsibilities. The organisation team members gave me a chance to know more about the organizational activities, vision, mission and value statements of the particular organization and their functions. Internship provides practical knowledge to student .Internship provides that how our theory knowledge can be applied on the practical working field. Internship is a good way to understand the practical experience in our life and it boosts our resume on work experience.

Customer Satisfaction helps in creating relations with the customers and also make them confident that the company with whom they are doing business is trust worthy.Customer Satisfaction is very important for any company also in today's competitive world it helps to retain your customer and win their trust through giving them good service which win their trust. Also it requires the proper details of the customers so that they can be approached properly at right time for the business . Under this the opportunities in the market are available in huge numbers. It helps you to understand your customer's needs ,requirements and their expectations from them . It also helps you to generate leads for your customers which will take your business to the next level and helps you to grow along with your business .In today's business world the satisfaction of the customer plays an important role right from starting a business and delivering it to your customers.

An internship benefit us in many ways, It helps us to provide the good scope for practical work , It gives the practical knowledge to gain the work experience also it makes us ready for the corporate world.Also helps us to understand our customer very well for a healthy business in a wim-win result oriented success.

1.1 INDUSTRY PROFILE

In our country , Indian Information Technology (IT) industry accepted a important part in taking India on the World path. In India IT sector is a champion & important advancement promoters for the country's economic status. It has accepted tremendous change in photo from a move back economy to a area that is known for revolutionary business seekers and an overall sector in giving classic development game plans and organizations. Information Tech. has affected possible information to access at fast speeds. It has changed the lives of an enormous number of people, limited and staying in provincial and far geologies. Internet has taken off dynamic changes with possible results of electronic-government measures like electronic-prosperity, e-direction, electronic-agriculture, et cetera. Now, paying little respect to its reporting Income Tax returns or applying for movement papers on the Internet or railway tickets , it just needs scarcely any snaps. Potential of IT's is on a steady speed around the world forcefulness, upgrading monitor limits and getting together essentialness and environmental challenges among others

Indian IT Industry consists of IT , solutions and services and BPO . This industry has also contributed to Indian Gross Domestic Product .According to the stats the GDP from this sector in 1998 was 1.2% which has increased to 7.5% in 2012 and still increasing. According to the NASSCOM study the revenue aggregated by this sector is 160 Billion USD in the year 2017 with revenue in export of 99 Billion USD and domestic revenue of 48 Billion USD ,which has grown over 13%.

Indian IT sector was first born in Bombay , now named as Mumbai in the year 1967 with foundation of the Tata Group company with organization with Burroughs company. The program send out zone SEEPZ the antecedent to the cutting edge where IT was set up in Mumbai in 1973 with in excess of more than 80 % of the nation's product trades were from SEEPZ in the year 1980.

IT BPM industry incomes is assessed for 130 billion USD in Financial Year 2015-2016 and is evaluated at USD 154 Billion in Financial Year 2016-2017.

• 	Commitment of IT area to GDP of India remained at 7.7 for every penny for the year 2016.

•   TCS is the King of the market which represents around 10.4 for every penny of India's average IT and ITeS part income in Financial Year 2016

•   The 5 IT firms which are on top contributes more than 25 for every penny to the average business income, demonstrating the market is very aggressive in relaity.

•   The local income of the Information Technology business is evaluated at 38 billion USD and fare income is assessed at 117 billion USD in Financial Year 2017.
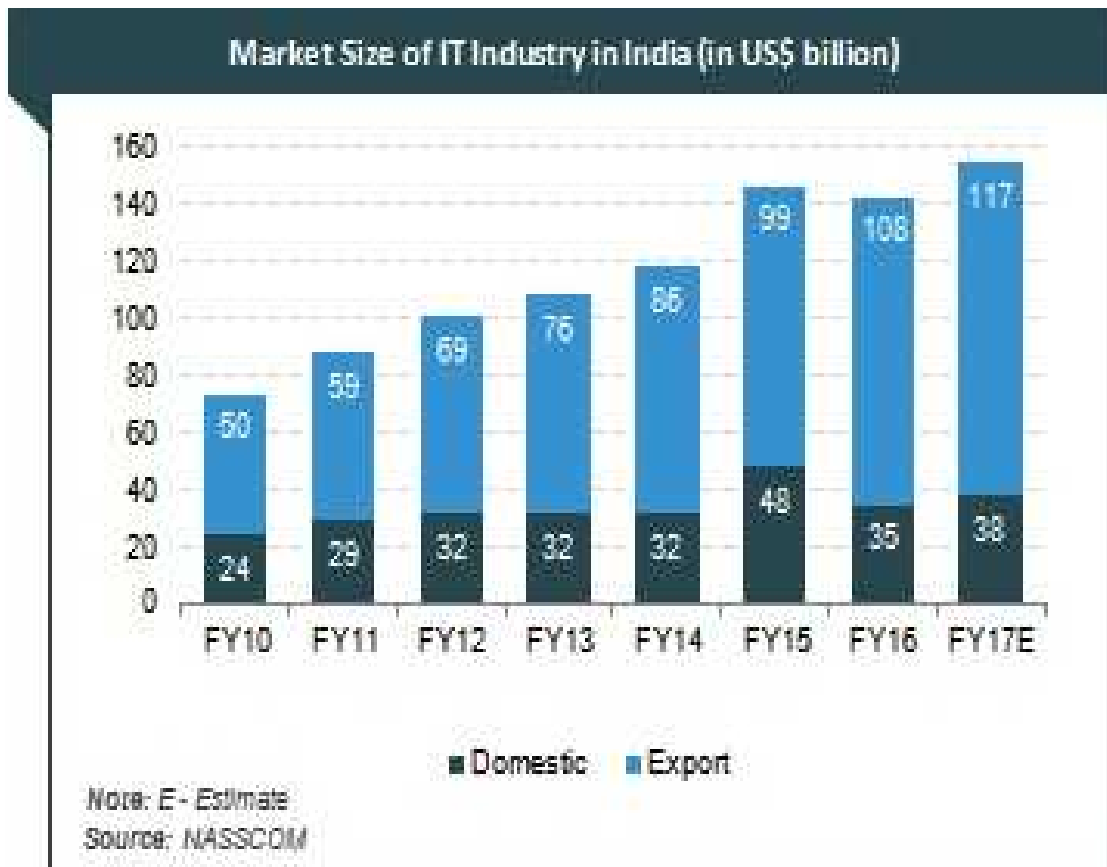
Fig.1

The major advancements which have took place in IT sector in the recent years are:

- Position of India is 9th in the recent report of Korn Fery Digital Sustainbility Index ,out of 14 Nations.
- Programming adm. Exports expanded 10.3 for every year to achieve 97.1 Billion USD in financial year 16-17.

- Paying for artificial intelligence by the Indian organizations is required to increment by 8-11 % for each penny in the coming year.
- India is going to have 5G Technology till the year 2020 , which will further help the indian essential objectives of expanding the GDP and helping India in becoming a developed Nation.
- The IT industry is relied upon the present extension and estimation to achieve 32 Trillion USD by 2022 at the rate of 26% over 100% every year.

Challenges

Security of Cyber & Management of Quality are areas of deal with in today's epoch. Associate in Nursing increasing type of ITBPO companies in our country have bit by bit began to laying stress on quality to adopt world standards kind of like ISO 9001 (for Quality Management) and ISO 27000 (for information Security) to improve such problems in the world of IT state. As per stats currently centers primarily based in our country helds for the largest type of quality certifications achieved by any one country which is India. India's aim is to rework Republic of or country into a really developing and authorised sector by 2020.

1.2 COMPANY PROFILE OVERVIEW

Orient Technologies –Company Profile snapshot

- An ISO 9001: 2008, 27001: 2013 Certified Company
- Rated by CRISIL as CRISIL SE 1B
- 25 Years Of Industry Presence
- Leading IT Infrastructure Solutions & Services Company
- 1500+ Employees with Majority of Technically Certified Professionals
- Revenue of Over 225+ Crores
- Pan India Presence, Singapore and U.A.E
- Solution Centric Approach
- Strong Service Delivery Infrastructure
- Orient Hosted Managed Services (OHMS)
- Pool of Skilled Resources Backed by Processes

COMPANY PROFILE

Estb. in 1992, Orient Technologies is main S I and a head Provider for solutions in India's IT sector. Notoriety for greatness, they demonstrated reputation in effectively executing I T answers for their customers. The ventures have contributed additional highlights by long standing and vital associations with a portion of the world's driving innovation accomplices. The innovation accomplices unfailingly and ceaselessly swing to them the best arrangement over the market and region of Business. Trust to construct arrangements, as well as in the way they configuration, execute and bolster these arrangements that influences their organizations to run all the more productively, with bring down Total Cost of Ownership and high efficiency.

The exceptionally, gifted, submitted and capable group of advisors, engineers, venture directors and bolster groups consolidate an extensive variety of specialized, business and monetary variables when outlining the answer for your business.Orient designing group have hands-on involvement in all parts of IT arranging, organization, operational administration and upkeep bolster. Situate plan specialists outline arrangements that suits bestest inside encompassing which adds in accomplishing business objectives

Arrange clients incorporate a portion of the main Manufacturing Companies, Bank Inst., Pharmaceutical and a huge group of little and medium estimated industries. Orient Technologies is one of only a handful couple of SIs in India's level 2 space that recorded as turnover of more than Rs 200 crore last financial. identified with needs in IT. In the previous 10 years , Orient is working with undertakings and assisting companies in design and send. The organization proposes IT Solutions independent of innovation OEM and lets the big dog eat in different ventures like BFSI, Pharma, IT/ITeS, Government, PSUs, Education and SMBs.The organization has increased tremendous involvement in prescribing IT items; consultancy in outlining systems; executing equipment/programming arrangements; giving equipment upkeep administrations, reaching out to offices administration; and finish outsourcing of activities. Being accomplice to most best IT organizations, Orient Technologies is in an extraordinary position to give arrangements that are demonstrated world over.

1.4 Promoters of the organization , Vision , Mission & Quality Policy

Promoters of the organization

The key promoter of Orient Technologies Pvt. Ltd. is the Managing Director **Mr. Ajay S.** He is the CEO and Managing Director, who established Orient Group in 1992. He is a pioneer, trailblazer and is a prepared business visionary with a reputation of accomplishment. From the foundation of the organization in India he is a coach deeply groups. He established framework for the development and improvement of the association.

Vision

To be a trusted, overall IT Arrangement and Administrations Accomplice for our respected customers and OEMs, set out to successfully bring customer's business goals by passing on capable organizations and getting inventive advances.

Mission

To be the Associate of Choice to the increasing requirements of customers by giving business courses of action, with skills acquired that we have expanded during the time from putting forward IT things, consultancy in laying out frameworks, executing gear/programming game plans, giving System streamlining organizations making larger to workplaces organization and complete the process of outsourcing of errands.

Quality Policy

• Integrity-We will be open , legitimate and solid in all that we do , accomplishing and keeping up the abnormal state of expert support of our clients and each other.

• Accountability-We are responsible to our clients, our sellers ,our clients and ourselves. We convey on our guarantees and are reluctant to recognize rectify and gain from our oversights.

• Result Oriented-We set clear targets and organize work to accomplish goals.We acknowledge obligation with a "can do" state of mind.

• Transparent Leadership-Transparent Leadership in our business is characterized by valor, individual respectability and having a dream which moves and spurs other.

Working With Orient

It is a dynamic work environment, where everybody gets a chance to develop and give their ideas contemplations, with mutual rising level of belief and common regard.

Fig.2

Advantages at Orient

•   Distinction advancement - dictated by execution, aptitudes & eagerness to assume on more noteworthy liability .

•   Opportunity with driving brands in assorted conditions skillet India and get presentation to more extensive scope of societies and make vital contacts with top specialists .

•   Strengthen your specialized and administration aptitudes, fabricate your insight & find other profession choices - through an extensive variety of preparing and encounters .

•   A free and amicable workplace to work taking care of business potential .

Individuals at Orient are our most noteworthy resource and we center our arrangements and advantages around them.We are continually searching for dynamic, reliable upbeat individuals to join our consistently developing group. While we need our groups to convey the best, they are relied upon to SMILE with the accompanying 5 center qualities:

Fig.3

- Service situated approach in all we offer, convey and oversee

- Motivating our associates, customers, accomplices and our-selves

- Innovation in our entire plan, crosswise over all that we do

- Lead our groups to ceaselessly endeavor towards brilliance

- Engage our groups crosswise over divisions for more noteworthy achievement

<u>AREAS OF PRESENCE</u>

<u>Headquarter- Mumbai</u>

- 502, 5th floor, Akruttii-Stars

  Kaverri Road , M I D C

  Andheri -East , Mumbai - 400093

  Maharashtra , India

OTHER BRANCHES

- Ahmedabad
- **Bengaluru**
- Chennai-
- New Delhi
- Pune
- Secundrabad
- Kolkata

OVERSEAS BRANCHES

- Singapore
- Dubai

1.5 PRODUCT / SERVICES PROFILE AREAS OF OPERATION

Security	Operating Systems	Storage	Servers	Networking
Firewall, IDS, SIEM	Windows, Unix, Linux	SAN, NAS, Standalone	Standalone, Distributed, Farms	Active, Passive
McAfee, Fortinet, Symantec	Microsoft, HP-Unix, AIX, Linux	HP, IBM	HP, IBM	CISCO, Systemax, AMP
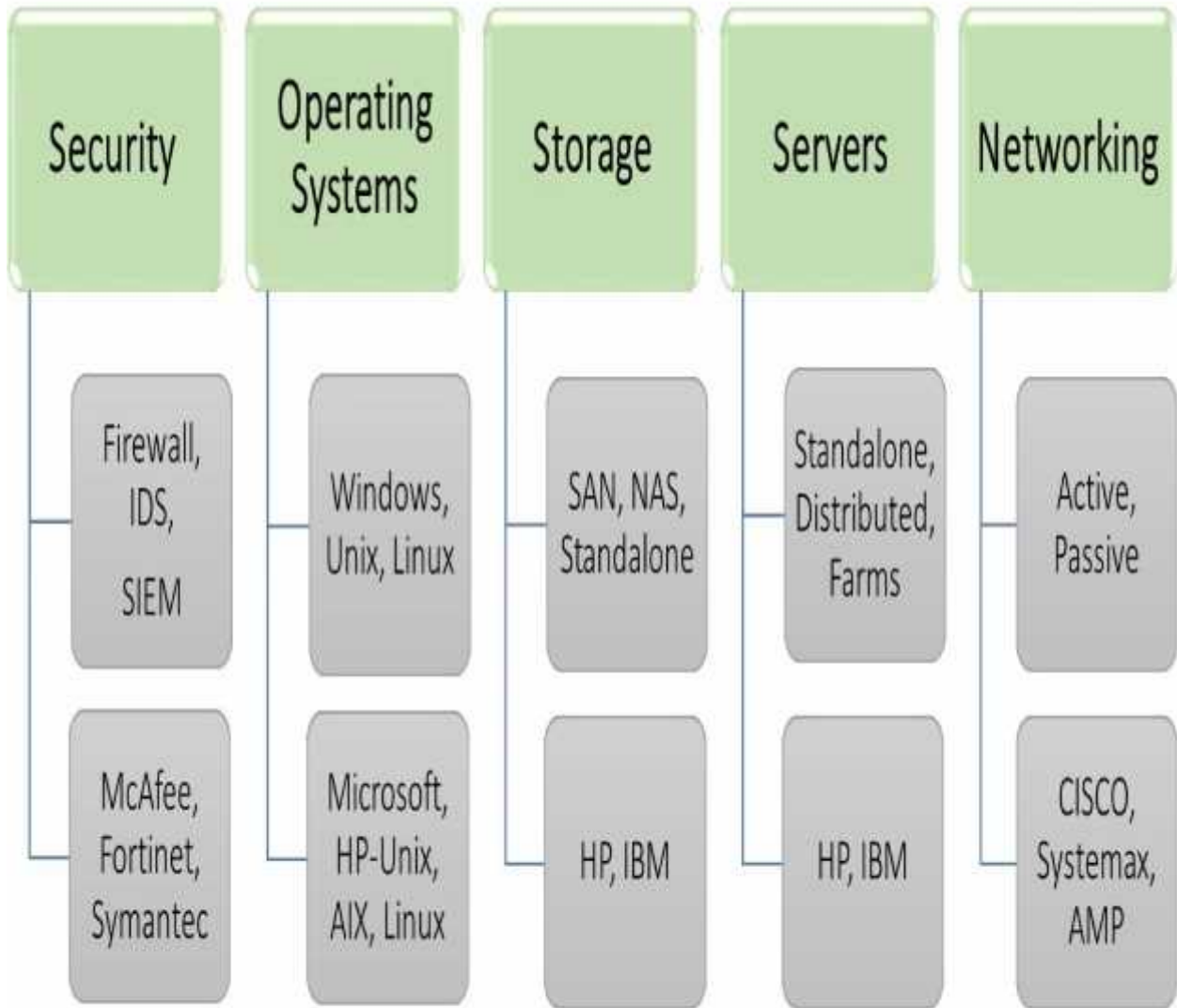
Fig.4
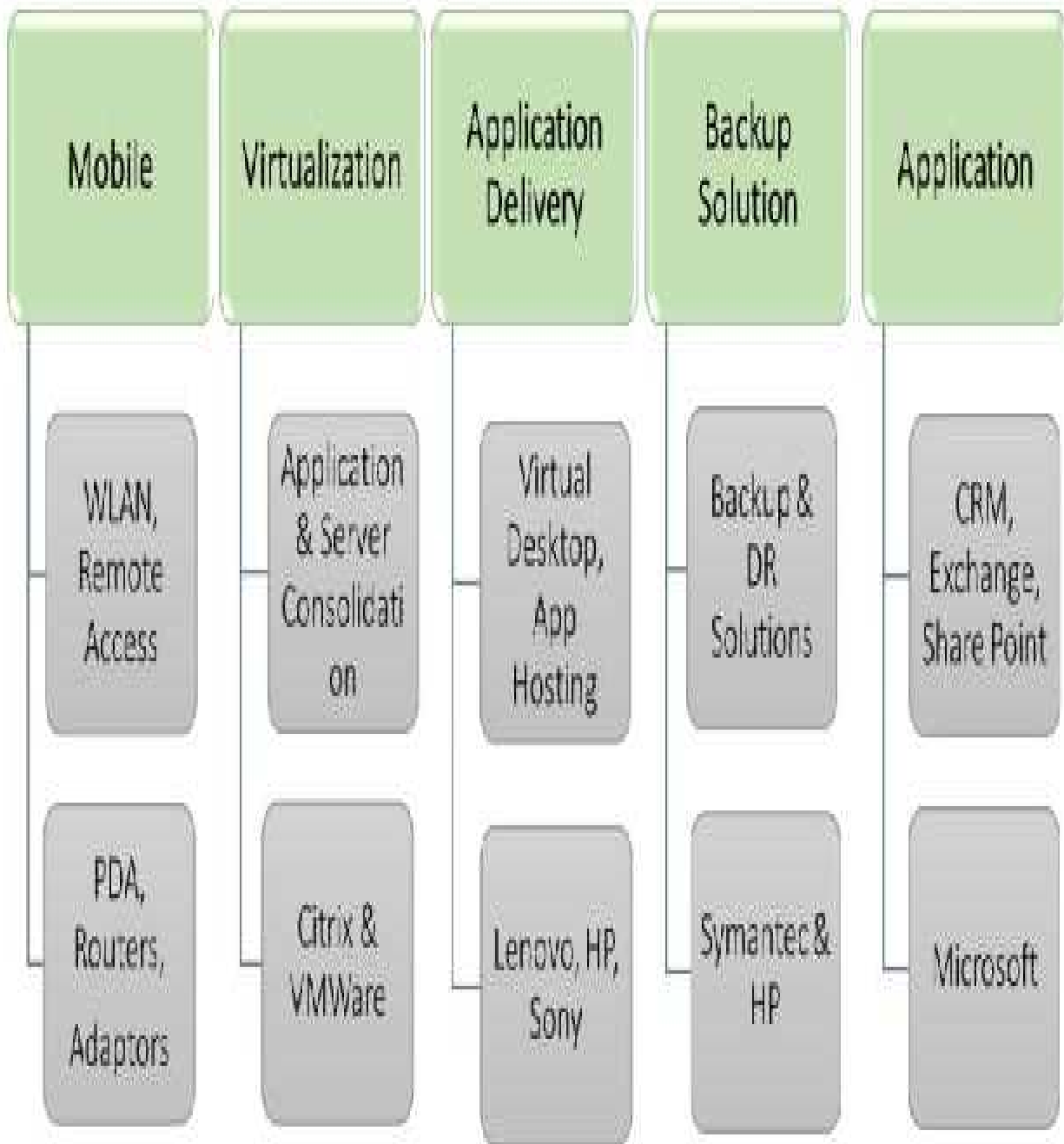
Fig.5

Services offered by Orient Technologies

- Application development, where it designs , organizes and deploys software solutions and applications that include new development and re-engineering, customization , and migration of legacy apps.
- Application management with customer centric services , protective maintenance and functional developments , where combination of the recently discovered software with already existing apps and databases is processed.
- Package execution for CRM (customer relationship management)with execution of framework , which is composed of business analysis , processing design , apps identification, application configuration, enterprise deployment.
- Professional and organizational services, which consists of providing turnkey IT consultancy.

Integration of Network and Security Solutions
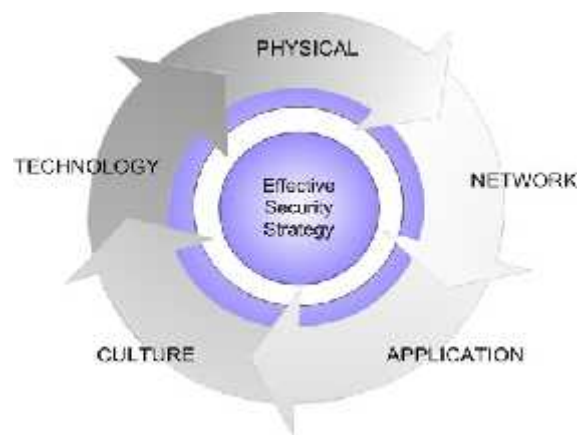
Fig.6

The Security Sol. efficiently and proficiency are present. For any company data is very expressing and dangers are present on internet and they are rising each day in every format of IT. So to protect your data and other details which are necessary for the company , the company should go with the best security solutions.

Orient offers security in the form of following:

- Security End Point
- Gateway Level Security
- Mailing Security
- Web Security

Enterprise Servers and Storage Solutions

Company provides whole products of Enterprise Server & Virtualization Storage sol. for org. from their premium partners.

Data Center Solutions

- Flexible Data Center Configurations .
- 100% Uptime Level of service Agreement .
- Accessing Multi layered Control .
- Neutral Network Access .
- Total Cost of Ownership is very less.

Enterprise Business Solutions
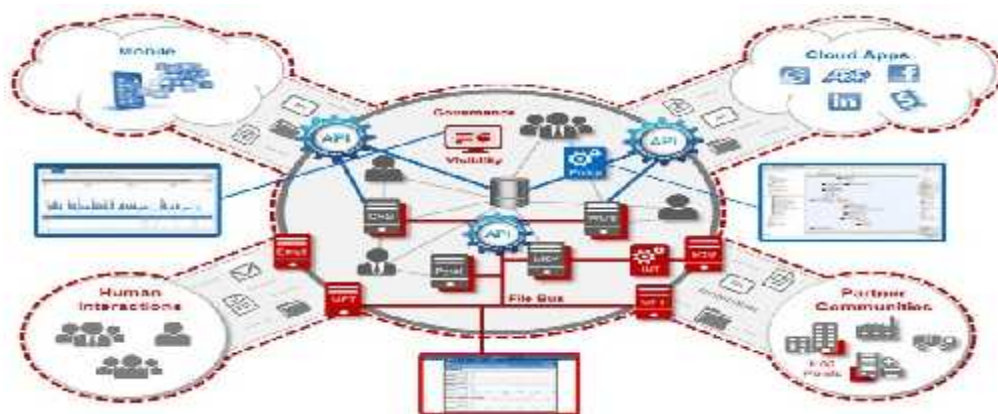
Fig.7

Orient helps you to create your business sensible and economical, with its verified Enterprise Business Solutions. Orient deals with visionary ERP product like Epicor that square measure straightforward to use and versatile to suit to your business. you'll deploy these solutions on cloud / virtual / on premise – with the power to access them across multiple vary of devices that you just use. The solutions is offered either as end-to-end or centered on a selected would like.

Application Delivery Infrastructure

Orient has an demand service by mixing best virtualization and networking solutions , from data center to the desktops & Laptops.
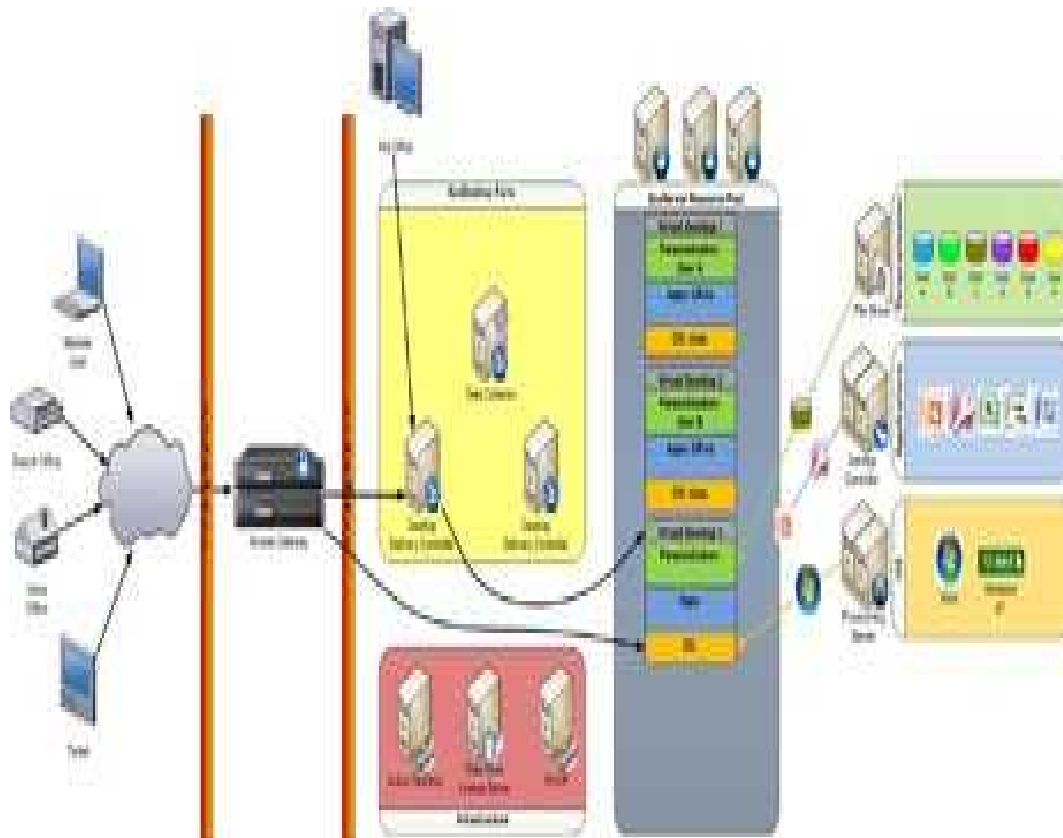
Fig.8

<u>I T Enabled Services</u>

- Monitoring & Management Services
- Application & Database Support
- Network Monitoring
- Managed Helpdesk
- Desktop Monitoring & Management

<u>Orient Hosted Managed Services</u>

Orient Hosted managed services also called OHMS helps the company to handle the IT services simply by remote observance. Some OHMS features are Audit & Inventory management , Control through remote & Connecting live , Monitoring , Software Deployment , Control of tickets and recording management

<u>Cloud Services</u>

Cloud offers you to store any company data in the company data store centers .The companies who want to have this as a backup data for their business need to pay money to the big companies.It secures the data of any company in a trust worthy way .Orient is happy to have cloud services and has many customers under this.

<u>Managed Print Services</u>

If your company needs intensive printing across multiple branches/areas , MPS will prevent prices, easy maintenance of printer , offer the management on resources and supply data on printer consumption. MPS guides you in getting updated on current print technologies.

<u>Mobility Applications</u>

Orient has deployed quality resolution for numerous business necessities. Orient makes a speciality of building mobile applications in time and has designed mobile development platform known as QUICKFORMZ to alter quick development of advanced mobile applications.Mobility will actually alter your business without borderlines. It eliminates location boundaries and harnesses

additional collaboration across your stakeholders. Orient makes a speciality of mobile technologies that alter your existing business apps in a very secure setting and at an equivalent time providing you reliable & speedy performance.

- Employee Productivity solutions
- Field force management
- Device security
- Business Applications
- Business to employee applications
- Business to Customer applications
- BYOD solutions
- Business Dashboards on Mobile

1.7 Competitors Information

➢ Solutions Middle East

Solution Middle East Headquartered in Dubai was founded in 1996, is a leading bio lab report information & communication Technology player .

➢ Value Point Systems Pvt. Ltd.

Headquartered in Bengaluru, Value Point Systems is a Leading system integrator with expertise in providing end to end IT Infrastructure solutions and services.

➢ 3i Infotech Limited

3i Infotech Limited is present in all parts of world in IT .The company offers IP based software solutions which comprises of banking solutions , Insurance and Asset Management and Software Solutions.

➢ 63 Moons Technologies Ltd.

It is Globally leader in providing next level of technology ventures , innovative ideas ,platforms and problem solving techniques for companies in digital market that enable price findings and designed action.

➢ Global Space Technologies Ltd.

Global Space Technologies Ltd. is an ICT company founded in 2010 ,providing cutting edge enterprise mobility solutions and digital consulting primarily focusing on the field force enhancement.

➢ USG Tech Solutions Ltd.

USG Tech Solutions Ltd. is involved in software publishing , supply and documentation of ready made softwares ,computer games softwares .

1.8 SWOT Analysis

STRENGTHS

- Growing Consistently Over A Decade
- Pan India Presence
- Committed Workforce
- High Customer Retention
- Qualified Technical & Marketing Team
- Dedicated Technical And Facility Management Support Team

WEAKNESS

- No proper Customer Targeting.
- There is a single branch in Bangalore which leads to limited customers serving at one time.
- Shortage of employees in marketing team.

OPPORTUNITIES

- Gradually developing customer preferences.
- Planning to ally with other companies.
- Huge opportunity to increase income level from incentives.
- Customer market is growing beyond India.

THREATS

- Strong competition between companies.
- Government new rules and regulations which are reforming frequently.

1.9 FUTURE GROWTH AND PROSPECTS

Industry Future Growth and Prospects

Globilization has a great impact in transforming theIT sector. During the few decades verticals like manufacturing , telecom , insurance , banking , finance and retail have been the major growth producers . Regardless, it is clear that in future the improvement of IT will be pumped up by the changes occuring. Incoming future of IT sees a high rise in the technology spend in in both the Indian and Global markets more and more service providers are targeting new customers which will be providing cheap cost and solutions to customers.

All over the world the boundary aim of IT sector is India. Having clearly shown existence and abilities in carrying on-shore and sea-ward administrations to all over the world developing techniques offering new array of chances for top IT sectors in India. USD150 billion Indian IT industry's income to increase at 7-8 % and this will go up to a rise of 10-11% in the coming years .This is also the road ahead for the IT industry.

Company Future Growth and Prospects

The company had a revenue of around 250+ cr in the FY 17-18.It is also aiming to to have a revenue of 500+ cr by the year 2020 and a revenue of 1000+ cr by the year 2025.Also company is planning to open its overseas branches in North America and Africa by 2020.

1.10 FINANCIAL INFORMATION

Organizational Growth

	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
Turnover (crores)	39.7	59.6	77.2	100.3	105	130	143.5	152	158	203	210	242	263	300

Turnover (crores)

CHAPTER-2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1 THEORETICAL BACKGROUND OF THE STUDY

Why customer Satisfaction is important

The scope of customer satisfaction in Businesses checking is to find out how to generate and reach their customer details , how to get loyal customers, how to generate revenues , profit , market shares and how to make their survival. Focus of business is mainly on the customer and the experience of the customer with the org.Companies now-a-days want their clients to be happy and take the business relationship to the next level for their mutual benefits.Good the quality of service given by the company more loyal the customer is towards the company.

Customer satisfaction can be used as an measurement to reach a conclusion , the stats tells which customer is happy and which is not with the product, service and experience. The definition has been stated as organization attempts to measure it propely. In a variety of situations it can be experienced and joined to goods and services. Satisfaction of a customer is mainly contact of customer experience with company and teir personal result. Researchers have defined a satisfied customer as "one who receives significant added value" to the lower line .This can also be applied to public services as well .

So , Customer satisfaction is very important because the problems can be solved with this , it also prevent all the losses in a company , and helps in identify happy customers that can become your guider and can show you the proper path for the company growth .

2.2 Literature Review

Kursunluoglu & Emen (2014)

They studied satisfying customers and having loyal customers are very important.Customers are satisfied and so loyal , for giving a good customer services.Over the past two decades they are giving a lot of supreme to customers . The main reason for the re-search is to find out whether the customer services have any affect on the customer satisfaction and customer loyalty.

Siddiqui & Kamran (2012) studied to find the relationship between personality factors and satisfaction for services . This study was made up of various different characteristics .The previous studies also shows that there is a dense relationship between the personality traits and satisfaction of the customer.

Kotler and Armstrong (1993) stated that customer satisfaction is determined by the inter-relationship and the customer assumption and product recognizing perceived performance.

Oliver (1980) defined, "Satisfaction is pleasurable accomplishment , Satisfaction is the customer's sense of utilization , which provides outcomes against a std. of pleasure v/s displeasure.

Bitner (1996) , He defined that customer Satisfaction is nothing but customer's evaluation of the products and services for which he finds out that whether the product or any service is up to their expectations and need or not.

Halstead, Hartman and Shmidt in 1994 founded that customer's comparison of product to some prepurchase std is the resultof customer satisfaction in a transaction-specific affective response.

J.JosephCroninJr, Michael KBrady , G.Tomas M Hult (2003)

The study is made on findings in services marketing theory and judges the coordination between the similar making of across many services .

Webbrook and Oliver (1991) depicted consumer loyalty is a post decision checking judgment concerning a particular buy choice.

Oliver (1987) examined and gave that satisfaction is a framework attribute wonder existing together with other usage sentiments.

Tse and Wilton (1998) reached the conclusion that customer satisfaction is the customer response to check the perceived illogicalness between prior expectations and the performance of the product as seen after using it.

Dimyati & Mohemmad , 2012

Studied the objective of this study to test the customer satisfaction on marketing communications & Customer Satisfaction on loyalty .Study is mainly based on community members for pollution .100 respondents were taken for the study .Structural equation modelling was taken for data analysis.This will result the communication has positive result on the customer satisfaction and loyality .Customer satisfaction is playing important role in retaining the customers and customer loyalty.

Kumar and Oliver (1997) stated that satisfaction was associated with expectations of the customers being met and realizing that they got "fair" value and feeling contented.

HooleyT, NearyS , MorrisM and MackayS (2015)

The main argument of the paper is that while career guidance providers and professionals cannot control customer satisfaction completely they can do a lot to affect how satisfied customers are.

Michal A McCulough , Leonardo L. ,Manjeet Singh (November 2000)

Their report says that you should avoid failure rather than getting failure .Customers are happy when they get good services rather tah doing every thing in hurry.

Dea-Hwan, KyungAhh Lee , Jung Hoen N (2006)

Under their study they concluded that job satisfaction among the employees will help in giving customers good service .Good services can be used as atool in attracting the customers.

<div align="center">

CHAPTER-3

RESEARCH DESIGN

</div>

3.1 STATEMENT OF THE PROBLEM

"Customer Satisfaction at Orient Technologies Private Limited"

3.2 NEED OF THE STUDY

There are some factors internally or externally for a business which effects the business .Business performance affects these factors .Out of these factors Customer Satisfaction , is an important factor to retain the customers. It increases the Loyalty of the customer .Customer fulfillment gives design of how effective the connection is giving the support to the purchaser while focusing to the known customer .Thus this review is led to know the acheivement level of customers of Orient Technologies.

In case the performance of the product comes down then the customers are not satisfied and if it reaches their expectations they are satisfied. Suppose the performance of the product reaches beyond the expectation customers are more satisfied about the product and company.

3.3 OBJECTIVES OF THE STUDY

The Objectives are:

* To study on the subject of customer satisfaction and research on the service provided by the company.
* To test the customer loyalty.
* To measure the satisfaction level /point of overall experience at Orient Technologies .
* To know where to improve from company point of view.
* To know the problems faced by the customers.

3.4 SCOPE OF THE STUDY

* Study scope is to analyze the customer satisfaction with reference to Orient Technologies.
* To know the competitors for orient Technologies in Bangalore and their strategies.
* This research also help to generate the customer loyalty.
* General Behaviour of customers.

METHODOLOGY

Research Design: Descriptive Research.

Population: Customers of ORIENT TECHNOLOGIES.

Sampling Technique: Random Sampling.

Sample Unit: Bangalore was selected as sample unit .Survey was conducted in Feb-March 2018.

Sample size: 50 Respondents/Customers.

Instruments used: Structured questionnaire Likert scale based question.

DATA COLLECTION METHOD

The process is done by interaction with the customers/respondents directly and by making them fill the questionnaire given to them to get the information about the topic for which the survey is conducted.

SOURCE OF DATA

The source of data used here are Primary Source and Secondary Sources.

Primary Data

- Questionnaires
- Personal interview

Secondary Data

Secondary Data was collected from company website and company website brochure.

Other Secondary data sources

- Textbooks
- Company reports
- Marketing ,Trade and Professional Knowledge

3.5 HYPOTHESIS FRAMEWORK

Null Hypothesis:

H0: There is no association between the customer satisfaction and recommending services and solutions offered by the Company to the customer.

Alternative Hypothesis:

H1: There is an association between customer satisfaction and recommending services and solutions offered by the Company to the customer.

Dependent Variable: Satisfaction Level of customer

Independent Variable: Recommending services and solutions offered by the Company to the customer.

3.6 LIMITATIONS

- The time duration for the project was very short for collecting more information.
- Data collected for the survey is limited to Bangalore city only and therefore sample size is only 50.
- The study on the topic was carried out for a limited period of time.
- The survey conducted is based on the information obtained from the respondents/customers.
- During the busy schedule the customer was not available.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

Table 1: Table gives information on awareness of orient Technologies.

Particulars	No. of Respondents	% of Respondents
YES	50	100%
NO	0	0%

Source : Data is collected from questionnaire method.

Analysis: From seeing the above table we notice that 100% respondents are aware of Orient Technologies.

Chart 1: Chart gives information on awareness about Orient Technologies

Interpretation:

From seeing above chart and table which shows awareness of Orient Technologies it is clear that all the respondents are aware of the Orient Technologies.

Table 2: Table showing awareness of services and solutions offered by Orient Technologies.

Particulars	No. of Respondents	% of Respondents
YES	50	100%
NO	0	0%

Source : Data is collected from questionnaire method.

Analysis: From seeing the above table we notice that 100% respondents are aware of Orient Technologies.

Chart 2: chart gives information on awareness of solutions and services offered by Orient Technologies

Interpretation:

Graph and Table gives information on awareness of solutions and services offered by Orient Technologies. All the respondents are aware about the services and solutions offered by Orient Technologies .

Table3: Table showing total no. of respondents Satisfaction towards ORIENT TECHNOLOGIES.

Opinion	Respondents	%
Highly satisfied	40	80%
Satisfied	5	10%
Neutral	3	6%
Dissatisfied	1	2%
Extremely Dissatisfied	1	2%

Source : Data is collected from questionnaire method.

Analysis: From seeing the above table we notice that 80% of the respondents are highly satisfied , 10% are satisfied , 6% are neutral and 2% each are dissatisfied and extremely dissatisfied.

Chart 3: chart gives information on respondents Satisfaction towards ORIENT TECHNOLOGIES.
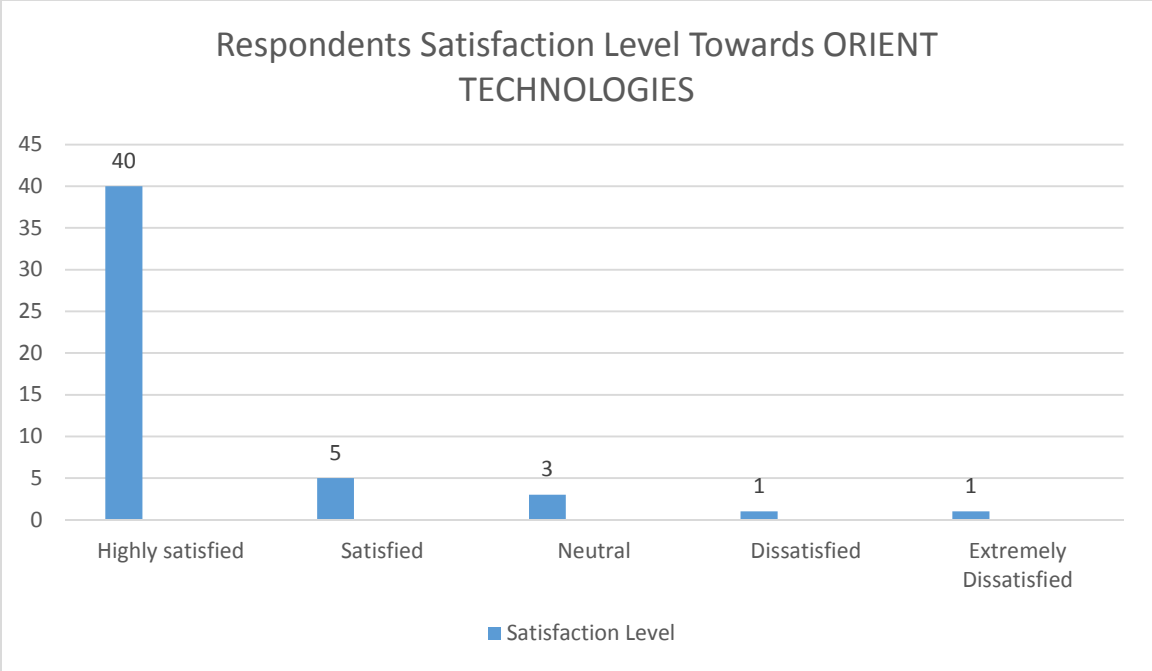
Respondents Satisfaction Level Towards ORIENT TECHNOLOGIES

Interpretation:

Maximum no. of Respondents are Extremely Satisfied with ORIENT TECHNOLOGIES.

Table 4:Table shows customer base of Orient Technologies (Across Industry Verticles).

Customer Base	Respondents	%
Banking ,Financial services and insurance	5	10%
IT and IT enabled services	12	24%
Pharmaceutical	10	20%
Education, Goverment and PSU	15	30%
Small and Medium Sized Business	8	16%

Source : Data is collected from questionnaire method.

Analysis: From seeing the above table we notice that Banking , Financial services and insurance customers are 10% , IT and IT enabled services customers are 24% , Pharmaceutical Customers are 20% , Education, Goverment and PSU customers are 30% and Small and Medium Sized Business customers are 16%.

Chart 4: Graph gives information on customer base of Orient Technologies
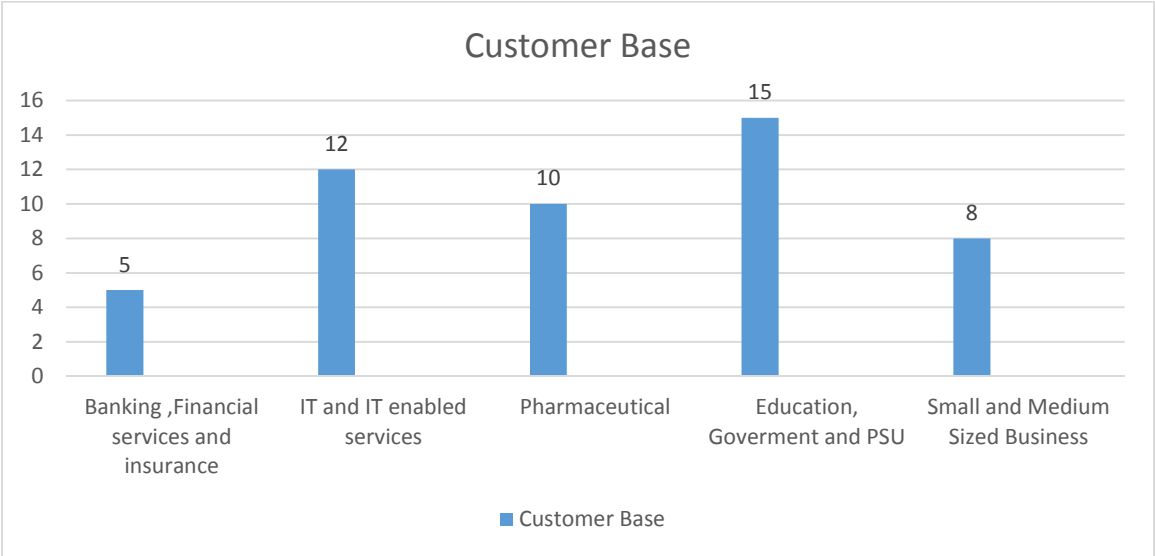
Interpretation:

Graph and Table gives information on customer base of Orient Technologies .Almost 50% of the respondents are from IT and IT enabled services And Education, Goverment and PSU.

Table 5: Table showing type of IT infrastructure customer would like to prefer.

Particulars	Respondents	%
Services	40	80%
Solutions	10	20%

Source : Data is collected from questionnaire method.

Analysis: From seeing above table we notice that 60% of respondents would like to prefer services and 40% would like to prefer solutions.

Chart 5: Graph showing different type of IT infrastructure customer would like to prefer.
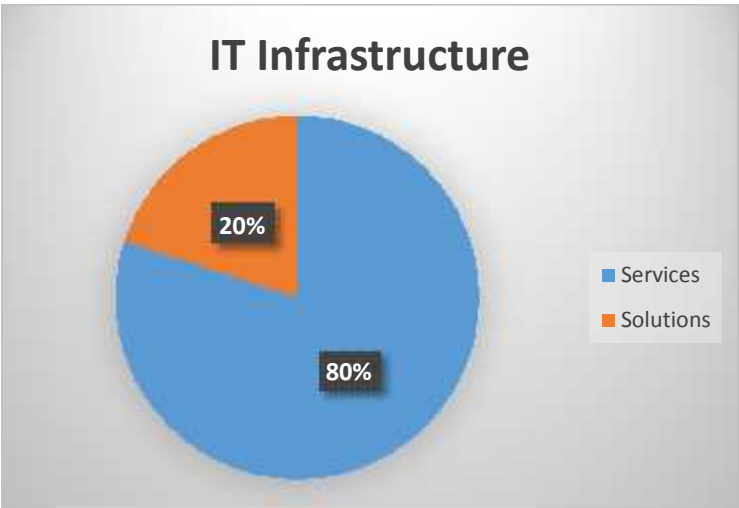
Intrepretation: Majority of the respondents would like to prefer services when compared to solutions .It is because of their satisfaction and company's good sercices.

Table 6: Table showing type of IT infrastructure service customer would like to prefer.

Services Type	Respondents	%
IT Infrastructure and Management services	5	10%
Facilities Management services	3	6%
Consultancy and professional services	6	12%
Cloud services	15	30%
Connectivity services	6	12%
Orient Hosted Managed Services	2	4%
Quickformz	10	20%
Managed print services	3	6%

Source : Data is collected from questionnaire method.

Analysis:From seeing above table we notice that 10% respondents like to prefer IT Infrastructure and Management services , 6% like to prefer Facilities Management services ,12% like to prefer Consultancy and professional services, 30% like to prefer Cloud services ,12% like to prefer Connectivity services, 4% like to prefer Orient Hosted Managed Services , 20% like to prefer Quickformz and 6% like to prefer Managed print services .

Chart 6: chart showing different type of IT infrastructure service customer would like to prefer.
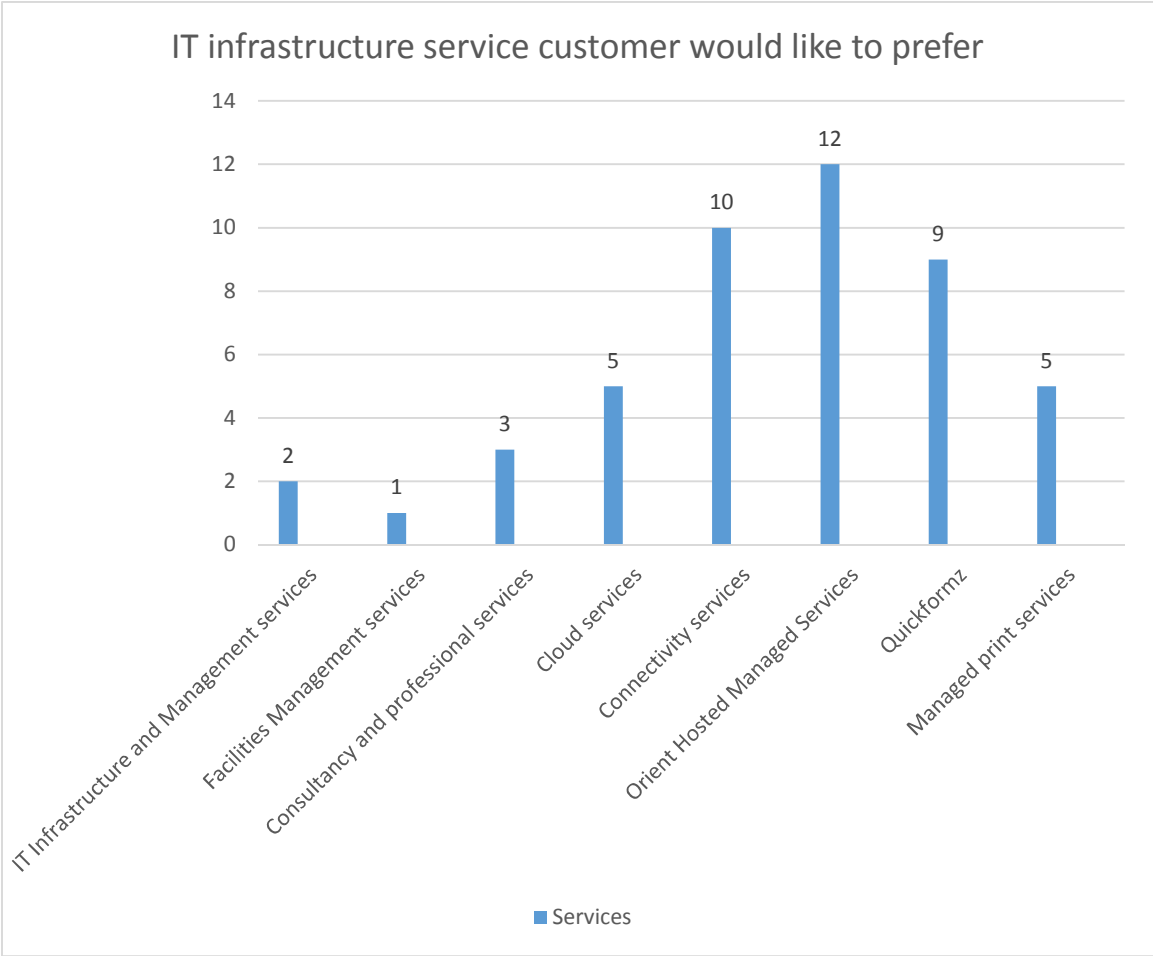
Interpretation:

Majority of the respondents would cloud services and quickformz. They want to make their data safe and want their employees to be more productive.

Table 7: Table showing type of IT infrastructure solution customer would like to prefer.

Solutions	Respondents	%
Enterprise servers and storage solutions	16	32%
Data Center solution	4	8%
Application Delivery Infrastructure	7	14%
Enterprise Business Solution	3	6%
Network Integration and Security Solution	20	40%
Bring Your Own Device Solutions	0	0

Source : Data is collected from questionnaire method.

Analysis:From seeing above table we notice that 32% respondents like to prefer Enterprise servers and storage solutions, 8% like to prefer Data Center solution,14% like to prefer Application Delivery Infrastructure , 6% like to prefer Enterprise Business Solution,40% like to prefer Network Integration and Security Solution , 0% like to prefer Bring Your Own Device Solutions.

Chart 7: chart showing type of IT infrastructure solution customer would like to prefer.
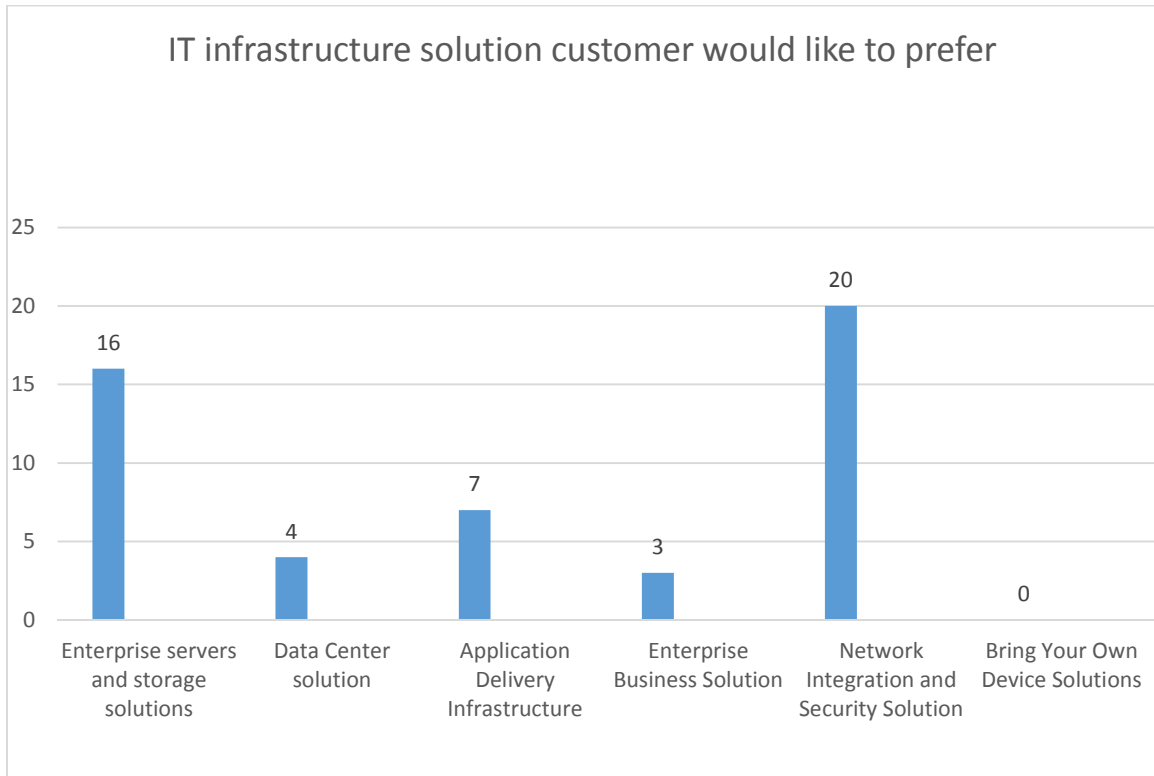
IT infrastructure solution customer would like to prefer

Category	Value
Enterprise servers and storage solutions	16
Data Center solution	4
Application Delivery Infrastructure	7
Enterprise Business Solution	3
Network Integration and Security Solution	20
Bring Your Own Device Solutions	0

Interpretation:

Most of the respondents would like to prefer network integration and security solutions and enterprise servers and storage solution.

Table 8: Table showing duration of time of services and solutions of used by its customers.

Response	Respondents	% of Respondents
Below one Year	5	10%
1 to 2 Year	10	20%
3 to 4 Years	13	26%
More Than four years	22	44%

Source : Data is collected from questionnaire method.

Analysis: From seeing the above table we can notice that 44% of the respondents are using services and solutions from more than 4 years , 26% are using from 3-4 years , 20% are using from 1-2 years and 10% are using below 1 year.

Chart 8: chart showing duration of time of services and solutions of used by its customers.
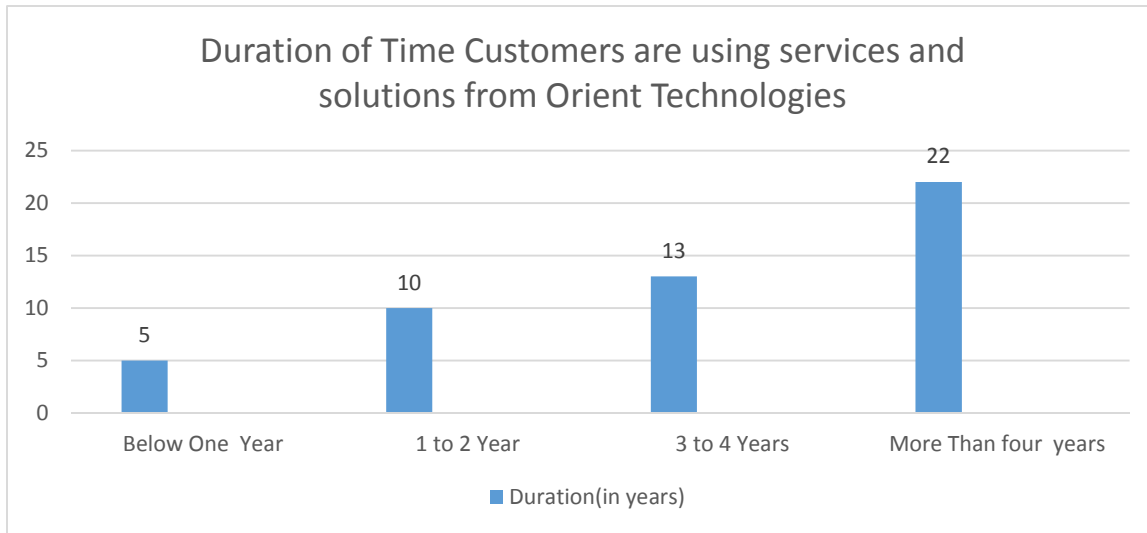
Duration of Time Customers are using services and solutions from Orient Technologies

Interpretation:Most of the customers are using services and solutions from more than 4 years

Table 9: Table showing the Knowledge level of company's BDM/BDE of each and every services and solutions provided by company and recommend the services and solutions.

Opinion	Respondents	%
Excellent	47	94%
Above Average	2	4%
Average	1	2%
Below Average	0	0%
Poor	0	0%

Source : Data is collected from questionnaire method.

Analysis: From seeing the above table we notice that 94% of the company's BDM/BDE have excellent knowledge of services and solutions provided by the company.

Chart 9: chart showing the Knowledge level of company's BDM/BDE of each and every services and solutions provided by company ?
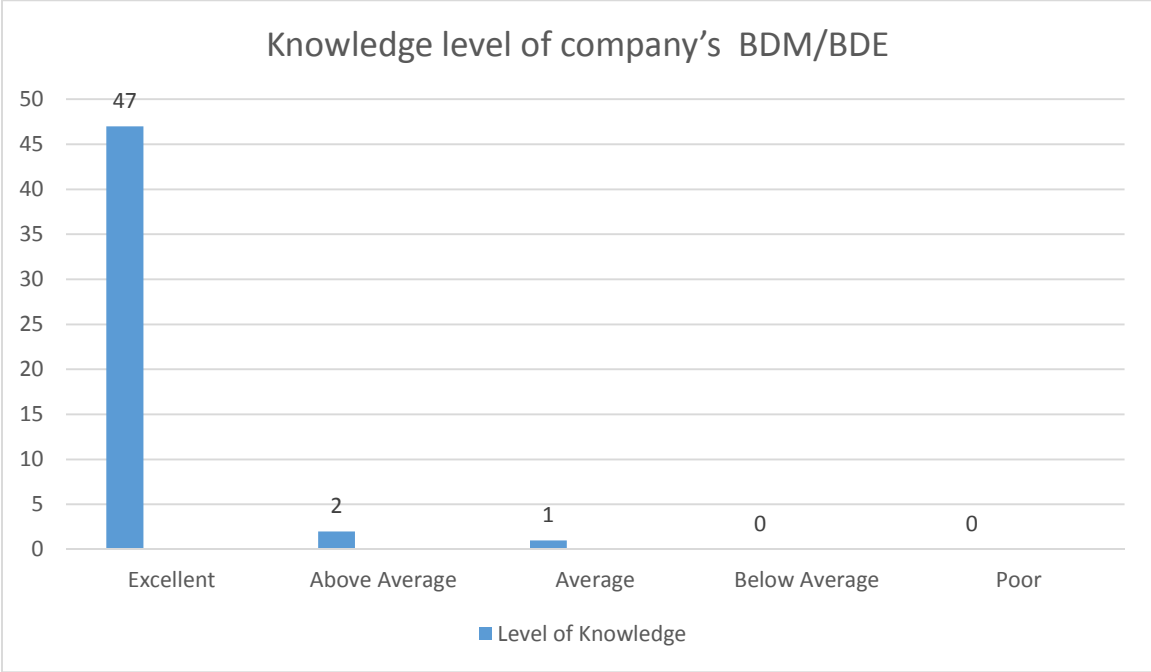
Interpretation: From seeing the above table and chart we notice that majority of the company's BDM/BDE have excellent knowledge of services and solutions provided by the company. This is because of the excellent training provided by the company to its BDM/BDE.

Table 10:Table showing total no. of Respondents Reactions Whether ORIENT TECHNOLOGIES is better compared to competitors.(Value point/Solutions Middle East/Citrix)

Particulars	No. of Respondents	% of Respondents
YES	35	70%
NO	15	30%

Source : Data is collected from questionnaire method.

Analysis: As per the above analysis 70% of the respondents agree that ORIENT TECHNOLOGIES is better than its competitors and 30% of the respondents do not agree.

Chart 10: Chart showing Respondents Reactions Whether ORIENT TECHNOLOGIES is better compared to competitors.
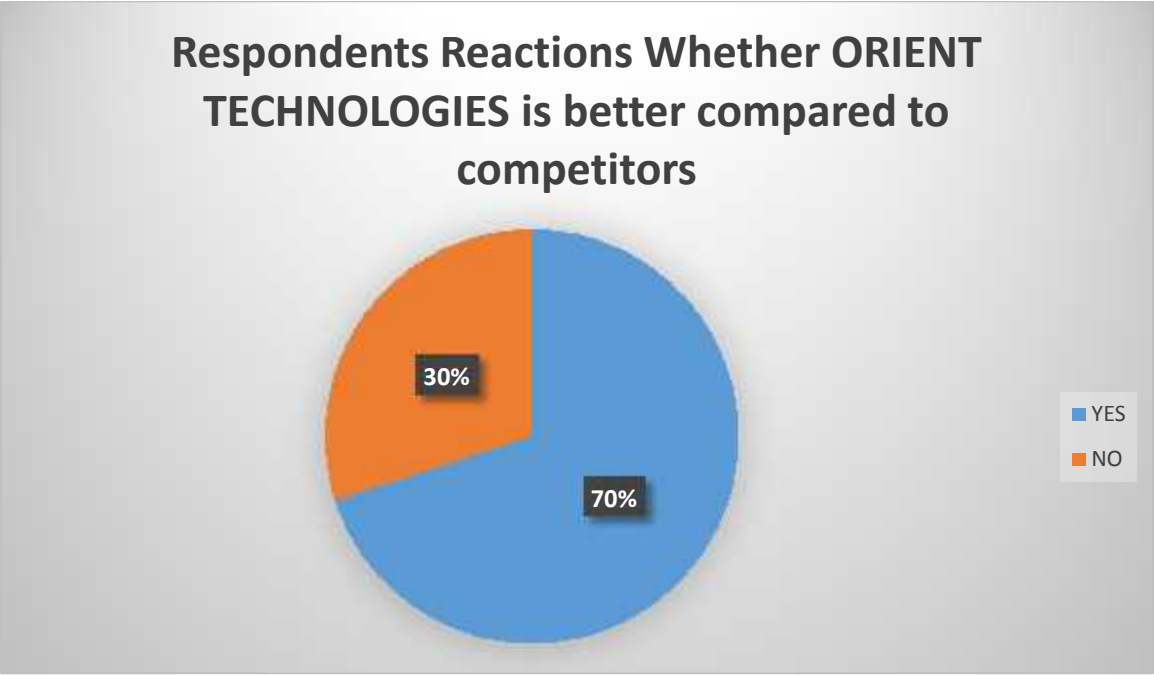
Interpretation:

Most of the respondents say that Orient Technologies is better than its competitors.

Table11: Based on your Experience ,how satisfied you feels towards our telephone support systems?

Opinion	Respondents	%
Highly satisfied	32	64%
Satisfied	15	30%
Neutral	3	6%
Dissatisfied	0	0%
Highly Dissatisfied	0	0%

Source : Data is collected from questionnaire method.

Analysis: As per the above analysis 64% of the respondents are highly satisfied ,30% of the respondents are satisfied and 6% of the respondents are Neutral.

Chart 11: Graph gives information on respondents Satisfaction towards telephone support systems?
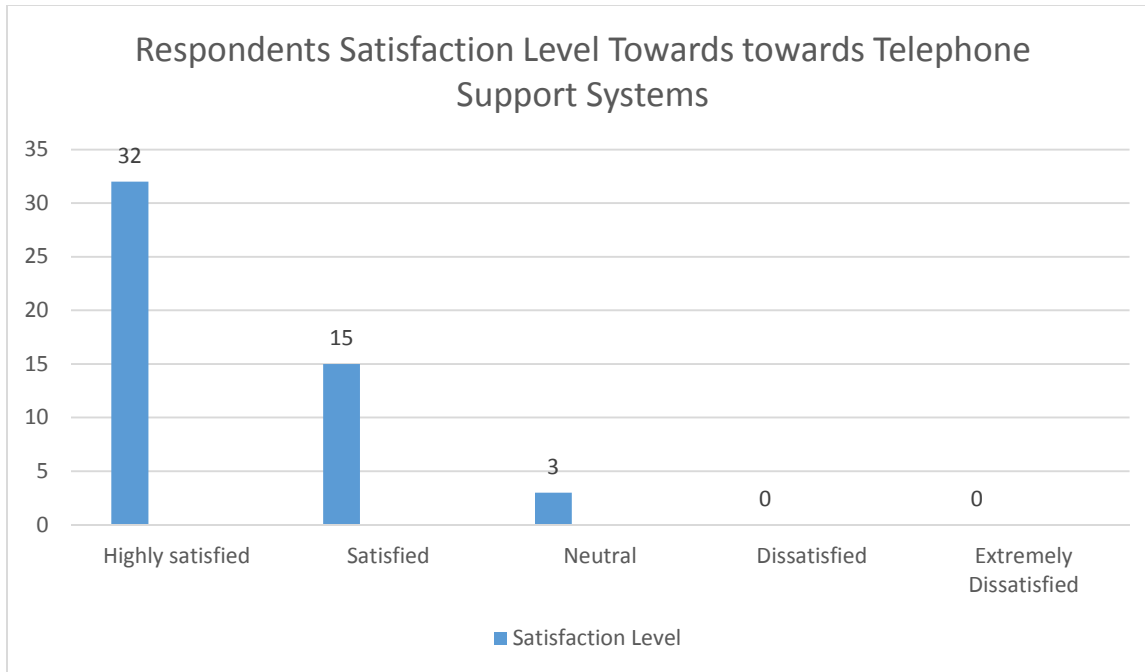
Respondents Satisfaction Level Towards towards Telephone Support Systems

Interpretation:

Maximum no. of Respondents are Extremely Satisfied with ORIENT TECHNOLOGIES Telephone services.

Table 12: Table showing customers Opinion on Behaviour and Discipline of Orient Employees.

Opinion	Respondents	%
Highly Satisfied	47	94%
Satisfied	2	4%
Neutral	1	2%
Dissatisfied	0	0%
Highly Dissatisfied	0	0%

Source : Data is collected from questionnaire method.

Analysis: As per above analysis 94% respondents are highly satisfied with employees behavior and discipline , 4% are are satisfied and 2% are neutal.

Chart 12: Graph showing Opinion on Behaviour and Discipline of Orient Employees.
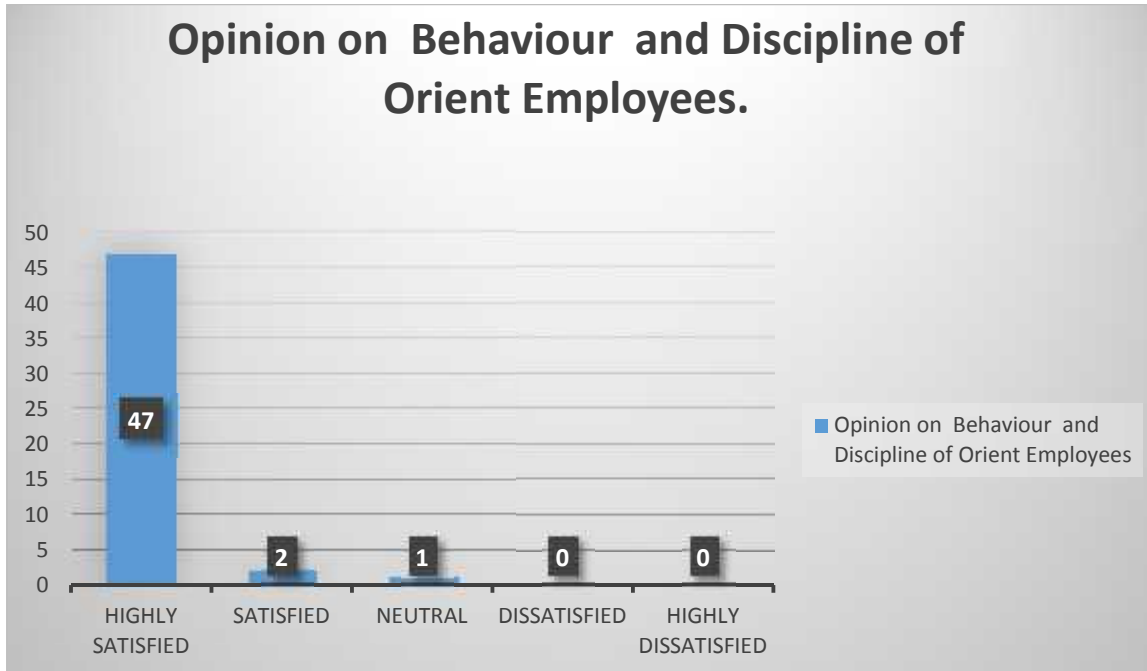
Interpretation:

Most of the respondents are Highly satisfied with Opinion on Behaviour and Discipline of Orient Employees.

Table13: Table showing the satisfaction level in quality of service received by the customer from Orient Technologies

Opinion	Respondents	%
Highly Satisfied	45	90%
Satisfied	4	8%
Neutral	1	2%
Dissatisfied	0	0%
Highly Dissatisfied	0	0%

Source : Data is collected from questionnaire method.

Analysis: As per above table analysis 90% of the customers are highly satisfied , 8% of the customers are satisfied and 2% of the customers are neutral.

Chart 12: Graph showing satisfaction level in quality of service received by the customer from Orient Technologies.

Satisfaction Level in Quality of service

satisfaction level in quality of service received by the customer from Orient Technology.

Interpretation:

Most of the respondents are Highly satisfied with the quality of service received by them from Orient Technologies.

Table 14:Table showing whether the customer satisfaction helps to gain new customer.

Particulars	No. of Respondents	% of Respondents
YES	35	70%
NO	15	30%

Source : Data is collected from questionnaire method.

Analysis: : As per the above analysis 70% of the respondents accept that the customer satisfaction leads to gain new customer and 10% of the respondent do not accept that customer satisfaction leads to new customer.

Chart 14: Chart showing whether the customer satisfaction helps to gain new customer

Interpretation:

Most of the customers accept that customer satisfaction leads to gain new customers.

Table 15:Table showing the respondents/customers who will continue to use Orient Technologies services and solutions.

Particulars	No. of Respondents	% of Respondents
YES	45	90%
NO	5	10%

Source : Data is collected from questionnaire method.

Analysis: : As per the above analysis 90% of the respondents will continue to have Orient Technologies services and solutions and 10% of the respondent do not agree with continuing with Orient Technologies.

Chart 15: Chart showing that respondents , in future will continue to use Orient Technologies services and solutions.

Customers who will continue to use Orient Technologies services and solutions.

- YES
- NO

10%

90%

Interpretation:

Most of the respondents agree to continue with Orient Technologies.

Hypothesis:

H0: There is no association between the customer satisfaction and recommending services and solutions offered by the Company to the customer.

H1:There is an association between customer satisfaction and recommending services and solutions offered by the Company to the customer.

Dependent Variable : Satisfaction Level of customer

Independent Variable : Recommending services and solutions offered by the Company to the

customer.

Are you satisfied with the services and solutions offered by the company.

Opinion	Respondents	%
Highly satisfied	40	80%
Satisfied	5	10%
Neutral	3	6%
Dissatisfied	1	2%
ExtremelyDissatisfied	1	2%

Interpretation: The above table shows that the satisfaction level increases when recommending the services and solutions to the customer.

Are you satisfied with the services and solutions offered by the company

ANOVA

Satisfaction

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	23.743	2	11.872	47.380	.000
Within Groups	11.777	47	.251		
Total	35.520	49			

Interpretation:

As the significance level is below .001 so it indicates a significant level of association between the groups. This shows that there is a significant association between overall satisfaction level and recommending services and solutions offered by the company. As the recommending services and solutions to the ccustomers gets better the satisfaction level improves.

CHAPTER 5

FINDINGS , CONCLUSIONS AND SUGGESTIONS

5.1 FINDINGS

- Most of the respondents are satisfied with the Orient Technologies Pvt. Ltd. Services and solutions.

- All respondents are aware of Orient Technologies and its services and solutions.

- Almost 50% of the respondents are from IT and IT enabled services And Education, Goverment and PSU.

- Majority of the respondents would like to prefer services when compared to solutions .It is because of their satisfaction and company's good sercices.

- Respondents would cloud services and quickformz. They want to make their data safe and want their employees to be more productive.

- Performsnce of the products is almost good.

- Respondents would like to prefer network integration and security solutions and enterprise servers and storage solution

- Most of the customers are using services and solutions from more than 4 years

- 94% of the company's BDM/BDE have excellent knowledge of services and solutions provided by the company. This is because of the excellent training provided by the company to its BDM/BDE.

- Most of the respondents say that Orient Technologies is better than its competitors.

- Maximum no. of Respondents are Extremely Satisfied with ORIENT TECHNOLOGIES Telephone services.

- Most of the respondents are Highly satisfied with Opinion on Behaviour and Discipline of Orient Employees

- 70% of the customers accept that customer satisfaction leads to gain new customers

- 90% of the respondents agree to continue with Orient Technologies

5.2 CONCLUSION

The study on customer satisfaction of the services and solutions offered by Orient Technologies was carried out to understand the customer satisfaction level . 50 respondents were taken for this study ,random sampling method was taken to find the satisfaction level of the customer with respect to the services and solutions used by the customer. It was concluded that most of the customers are satisfied with the services and solutions Orient Technologies are offering , they like the solutions as well as services of the company and also the study reveals that almost all of them are aware of orient Technologies. Orient Technologies services and solutions such as OHMS , Quickforms , IT enabled services , Mobility have strongly convincing the minds of the customers. Also most of the customers of Orient Technologies are from IT companies and Education and Government Sectors. In IT Infrastructure Orient Technologies have all products of solutions and services which are needed for any organization in their IT department. Company is providing good job conditions and satisfactions to its employees and giving them fair chance to develop and grow with the company.The company employees are working with full enthusiasm and professionalism , they are encouraging the customers to purchase more and more from them to improve the sales as well as customer satisfaction level and also trying to make

5.3 SUGGESTIONS

- Motivation to be given to marketing field team in terms of Incentives.

- Company promotions and advertisements should be done so that more and more customers will come to know about company.

- Reducing the price of the services and solutions provided by company so that companies can easily purchase the IT infrastructure services and solutions for their business.

- Proper Idea must be adopted to improve team's clients , (people who are employed in organization) selling and direct interacting with the clients to provide full knowledge about the services and solutions to customers.

- New hires should be done for lead generation.

- Company should look for a good Research and Development team to improve their service level.

- Business should promote the entire features offered by them clearly to customers.

- Feedback given by the customers should be analysed properly for targeting the customer in future .

- It was observed that more than 50% of the customers are from IT sector and Education and Govt. Sector , therefore the company should focus more on these sectors for their business.

- The training given to the employees should be more on practical products things rather than theory which can further take the conversation with the client to longer duration.

- As customer satisfaction leads to new customers so the customers should be given special services as free of cost so that it can win the trust of the customer and make him more satisfied.

- According to the survey mobility have strongly convincing the minds of the customers so company should come up with more special features in mobility.

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- http://www.ijarem.org/papers/v3-i1/3.IJAREM-B007.pdf

ANNEXURE:-

Name-

Type of Business-

Age of Business (How old your Business is)-

1.Are you aware of Orient Technologies?

- YES ☐
- NO ☐

2.Are you aware of services and solutions offered by Orient Technologies?

- YES ☐
- NO ☐

3.Which IT Infrastructure your company is interested?

- SERVICES ☐
- SOLUTIONS ☐

4. Do you think Whether ORIENT TECHNOLOGIES is better compared to competitors.

- YES ☐
- NO ☐

5. In future will continue (recommend others) to use Orient Technologies services and solutions.

- YES ☐
- NO ☐

6. Do you think whether the customer satisfaction helps to gain new customer.

- Yes ☐
- No ☐

7. Among these Industry Verticles from which Customer Base you belong

(a) Banking ,Financial services and insurance ☐   (b) IT and IT enabled services ☐

(c) Pharmaceutical ☐   (d) Education, Goverment and PSU ☐

(e) Small and Medium Sized Business ☐

8. Type of IT infrastructure service you would like to prefer.

(a) IT Infrastructure and Management services ☐   (b) Facilities Management services ☐

(c) Consultancy and professional services ☐   (d) Cloud services ☐

(e) Connectivity services ☐   (f) Orient Hosted Managed Services ☐

(g) Quickformz ☐   (h) Managed print services ☐

9. Type of IT infrastructure solution you would like to prefer.

(a) Enterprise servers and storage solutions ☐   (b) Data Center solution ☐

(c) Application Delivery Infrastructure ☐   (d) Enterprise Business Solution ☐

(e) Network Integration and Security Solution ☐   (f) Bring Your Own Device ☐

10. Duration of time of services and solutions used by your company.

(a) Below one Year ☐   (b) 1 to 2 Year ☐

(c) 3 to 4 Years ☐   (d) More Than four years ☐

On a scale of 1 to 5 please tick mark the below question according to your satisfaction level , 5 being highly satisfied and 1 being highly dissatisfied , rate the following features of the company.

5- Highly satisfied

4-Satisfied

3-Neutral

2-Dissatisfied

1-Strongly Dissatisfied

	Question	1	2	3	4	5
10	Are you Satisfied with the soutions and services of ORIENT TECHNOLOGIES?					
11	How much satisfied you are towards company's BDM/BDE knowledge level of each and every services and solutions provided by company?					
12	Your satisfaction level towards our telephone support systems?					
13	Satisfaction level towards Behaviour and Discipline of Orient Employees?					

14	Satisfaction level in quality of service received by the customer from Orient Technologies					
15	Satisfaction level of our customers towards the overall performance of our service team?					

16)   Your opinion to improve the satisfaction level

_____

_____

  _____

ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA

INTERNSHIP WEEKLY REPORT (16MBAPR407)

Name of the Student : GURDEEP SINGH

Internal Guide   : ARCHANA VIJAY

USN No   : 1AY16MBA21

Specialization   : Marketing and Human Resource

Title of the Project : A study on Customer Satisfaction on Orient Technologies Pvt. Ltd.

Week	Work Undertaken	External Guide Signature	Internal Guide Signature
17-01-2018 to 27-1-2018	Understanding Structure, culture and functioning of the Organization		
29-01-2018 to 10-02-2018	Preparation of Research instrument for data collection		
12-02-2018 to 24-02-2018	Data Collection		
26-02-2018 to 10-03-2018	Analysis and finalization of report		
12-03-2018 to 17-03-2018	Submission of Report		

COMPANY SEAL

COLLEGE SEAL

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