

# Optimizing Service Efficiency And Consumer Satisfaction: A Study On Krishnara Enterprises (Authorized Franchise Of Eureka Forbes)

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**Abstract-** *This paper analyses the relationship between service efficiency and consumer satisfaction at Krishnara Enterprises, an authorized franchise of Eureka Forbes, operating in the consumer appliance sector. The research aims to identify key drivers of customer satisfaction, focusing especially on consumers who have been associated with the company for less than a year. Using a mix of theoretical insights and empirical data from customer surveys, the study explores critical service gaps and proposes solutions for improving customer retention and overall service quality. Quantitative tools like SERVQUAL, Chi-Square, ANOVA, and correlation analysis were employed to derive insights and validate hypotheses.*

**Keywords-** Customer Satisfaction, Service Efficiency, Consumer Loyalty, SERVQUAL, Krishnara Enterprises, Chi-Square Test, ANOVA, Customer Retention

## I. INTRODUCTION

In today's highly competitive and dynamic business environment, customer satisfaction has emerged as one of the most critical factors for sustaining long-term success. Particularly in service-based industries, where the product is intangible, the quality of service delivery plays a defining role in shaping customer perceptions, expectations, and loyalty. With consumers having access to a wide array of choices and instant platforms for feedback, organizations must go beyond product excellence and focus on optimizing service delivery to ensure customer satisfaction and retention.

Krishnara Enterprises, an authorized franchise of Eureka Forbes, operates within the consumer appliance sector, delivering products and services that primarily cater to household needs such as water purifiers, vacuum cleaners, and air purifiers. As a service-intensive business, Krishnara Enterprises' core strength lies not only in offering reliable appliances but also in providing timely, responsive, and customer-centric service support. However, despite offering technologically advanced and high-quality products, the

enterprise faces a recurring challenge—retaining customers beyond their first year of engagement. Customers often do not return for routine maintenance or upgrades, resulting in reduced customer lifetime value and a potential loss of revenue.

The significance of this research lies in its potential to provide Krishnara Enterprises with clear insights into customer expectations, service bottlenecks, and opportunities for improvement. The goal is to explore how optimized service delivery—characterized by timely responses, clear communication, personalized interaction, and efficient problem resolution—can elevate customer satisfaction levels. In turn, this will contribute to higher customer retention, positive word-of-mouth, and improved brand equity.

## II. COMPANY PROFILE

**Eureka Forbes**, founded in 1982, is one of India's leading brands in the consumer durables sector, specializing in home appliances that focus on health, hygiene, and comfort. A part of the **Shapoorji Pallonji Group**, the company initially gained recognition with its flagship product, **Aquaguard**, a water purifier that addressed the growing need for clean drinking water in India. Over the years, Eureka Forbes expanded its product offerings to include **vacuum cleaners**, **air purifiers**, **health appliances**, and **security solutions**, becoming a household name. The brand is synonymous with quality and innovation, driven by a commitment to enhancing the well-being of its customers. Eureka Forbes places a strong emphasis on customer service, providing **installation**, **maintenance**, and **after-sales support** through a network of service centers. In addition, the company has adopted an innovative **door-to-door sales model** and has established a significant **online presence**. Recognized as a market leader, especially in water purification, Eureka Forbes has earned numerous awards and expanded its reach internationally, offering its products in several countries across Southeast Asia, the Middle East, and Africa. The company also prioritizes **corporate social responsibility**, focusing on water

conservation, clean water access, and environmental sustainability. Through continuous innovation, exceptional service, and a commitment to improving the quality of life, Eureka Forbes remains a trusted and respected brand in the global consumer appliance industry.

### III. REVIEW OF LITERATURE

A strong body of literature underscores the vital link between service quality and customer satisfaction, offering theoretical and practical foundations for evaluating service performance.

**Parasuraman et al. (2005)** introduced the widely used **SERVQUAL model**, defining five dimensions—tangibles, reliability, responsiveness, assurance, and empathy—that are critical to measuring and managing service quality. Their framework continues to guide modern service evaluation and improvement strategies.

**Amin et al. (2010)** empirically established a direct correlation between **high service quality and increased customer satisfaction and loyalty**, highlighting reliability and responsiveness as pivotal elements in shaping consumer experience.

**Liao et al. (2012)** emphasized the impact of **employee empowerment** on service delivery, concluding that empowered staff members enhance responsiveness, customer trust, and service personalization.

**Jain et al. (2022)** proposed an integrated approach that combines **technology-driven service tools with active employee engagement** to achieve optimal service efficiency. Their findings suggest that blending automation with human interaction provides a scalable yet personalized customer experience.

### IV. STATEMENT OF THE PROBLEM

Krishnara Enterprises, an authorized service franchise of Eureka Forbes, faces challenges in retaining customers despite offering high-quality products and services. Customers often do not return for regular maintenance, upgrades, or future purchases, leading to lost revenue opportunities and decreased brand loyalty. Key factors contributing to low retention include inconsistent follow-ups, delayed service responses, lack of personalized communication, and limited customer engagement programs. Addressing these issues is critical to improving customer satisfaction, fostering long-term relationships, and sustaining business growth.

## V. RESEARCH METHODOLOGY

### Objectives

#### Primary objective

- To boost consumer satisfaction: increase consumer satisfaction by providing high-quality services that fulfil or surpass their expectations.

#### Secondary objectives

- To gather and analyse customer feedback from surveys reviews and direct interactions service delivery and to understand the pain points, expectations and area of improvement.
- To improve service delivery timelines: reduce waiting times and increase the speed of service delivery.
- To enhance customer engagement: increase customer interaction and feedback to improve service quality.

### Hypotheses

- H0: No significant relationship between service efficiency and customer satisfaction.
- H1: There is a significant relationship.

### Research Design

Descriptive research with quantitative analysis.

### Data Collection

- Primary: Surveys from 92 customers.
- Sampling Method: Simple random sampling from Ottapalam, Palakkad.

### Tools Used

- Chi-Square
- ANOVA
- SERVQUAL
- Correlation analysis

### Method of data collection

- A questionnaire is used as the data collection method, designed to align with the study's objectives while ensuring that respondents can easily comprehend the questions.

### Drafting a questionnaire

- A questionnaire is used as a tool for data collection, designed to be easily understood by respondents and aligned with the study's objectives. The primary aim of the study is to examine the welfare measures of the organization. The questionnaire contains fifteen questions, including both open-ended and close-ended types. Specifically, questions 2, 3, and 4 are open-ended, allowing for more detailed responses, while the remaining questions are close-ended, providing structured options for respondents.

## VI. DATA ANALYSIS & INTERPRETATION

### 1 Test of association between Professionalism and Consumer satisfaction (Chi-square)

Table shows the distribution of Professionalism across the Consumer satisfaction. In order to examine the relationship between the respondents' professionalism and consumer satisfaction, by the following hypothesis framed: To state the relationship between professionalism and consumer satisfaction. H<sub>0</sub>- There is no significant relationship between professionalism of employees and consumer satisfaction. H<sub>a</sub>- There is significant relationship between professionalism of employees and employee satisfaction. .

Table No.1

	Count of How long have you been using Eureka Forbes products/services	Count of How long have you been using Eureka Forbes products/services2	TOTAL
1-2 years	30	26	56
3-5 years	14	9	23
Less than 1 year	33	22	55
Less than one year	1		1
More than 5 years	13	7	20
(blank)			
Grand Total	91	64	155

The formula for calculation chi-square test is

$$\text{Chi square}(x^2) = \sum (O-E)^2/E$$

O=Observed frequency

E=Expected frequency

Degree of freedom=(r-1) (c-1)

Level of significant=9%

E=(row total\*columns total)/grand total

Table No. 1.1

O	E	O-E	(O-E) <sup>2</sup> / E
30	56.58709677	-26.58709677	12.49178267
14	23.58709677	-9.587096774	3.896724783
33	55.58709677	-22.58709677	9.177974212
1	1.587096774	-0.587096774	0.217178075
13	20.58709677	-7.587096774	2.796122158
26	56.41290323	-30.41290323	16.39597733
9	23.41290323	-14.41290323	8.872533978
22	55.41290323	-33.41290323	20.14733098
7	20.41290323	-13.41290323	8.813345704
		TOTAL	82.8089699

Degree of freedom = (r-1)\*(c-1) = 8

**Chi – Square Value = 82.80**

value = 1.33

Interpretation :The chi square value 82.80 is greater than 1.33, we accept the null hypothesis. It is concluded that there is no significant relationship between professionalism of employees and consumer satisfaction.

### 2. Test of association between factors of service provider and areas for improve of the services (Anova Test)

To state the relationship between factors and areas for improve facilities provided efficient service sincerely.

H<sub>0</sub>: Null Hypothesis: There is no significant relation between factors of service and areas of improvement provided efficient service

H1: Alternative Hypothesis: There is significant relation between factors of service and areas of improvement provided efficient service sincere

Table No. 2

Source of variation	SS	df	MS	F statistic	P-value	F critical
Between group	33.8	1	33.8	0.91	0.3458	4.0847
Within group	1479	40	36.9			
Total	1512.8	41				

Interpretations: The F-statistic (0.91) is much lower than the critical F-value (4.0847), and the P-value (0.3458) exceeds the typical significance level of 0.05. Since the F-statistic is smaller than the critical F-value and the P-value is greater than 0.05, this suggests that there is no significant difference between the group means in this analysis. The differences observed between the groups are likely due to random variation rather than any real effect.

### 3. Test of SERVQUAL model to assess service quality and identify areas for improvement.

Table No. 3

Dimensions	Expectation	Perception	SERVQUAL Score
Tangibility	3.8	5	1.2
Reliability	1	5	4
Responsiveness	4.7	4.8	0.1
Assurance	5	3.9	-1.1
Empathy	5	1	-4

Interpretation: The scores for two dimensions are **negative**. This means that, on average, the **perception** of service is lower than the **expectation**. In other words, customers feel that their services is not meeting their expectations in terms of

service quality. The positive dimensions are three most of the customers agree about their personal attention and relationships.

### 4. Test of association between professionalism and satisfaction of customers (Correlation)

Table No.4

professionalism	satisfaction
22	16
28	19
11	28
31	7
0	22
92	92

Correlation = 0.853

Interpretation: A correlation of 0.853 suggests a strong positive relationship between the two variables. As one variable increases, the other generally increases as well, although the relationship is not flawless. While there is a high degree of correlation, some variability may still exist.

## VII. FINDINGS, SUGGESTIONS AND CONCLUSION

### Findings

- Most respondents (27) have 1-2 years of experience, indicating a relatively inexperienced workforce. This may suggest a need for focused training and development to enhance skills
- A predominant female demographic (57%) indicates potential implications for understanding gender-related preferences or tailoring services accordingly.
- Most respondents live in suburban areas (49%), with 37% residing in urban areas. This indicates that Krishnara Enterprises primarily serves suburban and urban populations, which may impact service delivery logistics.
- Most respondents found service access either easy or very easy, but some encountered difficulties, suggesting opportunities for streamlining processes and reducing barriers.
- A significant percentage of respondents were satisfied with the response time for service assistance, though some expressed dissatisfaction. Faster response times could enhance customer experience further.
- While many customers experience occasional delays, a substantial portion reported never facing delays. Consistency in service delivery could improve overall satisfaction.

- Overall satisfaction with products/services was positive, but some respondents were dissatisfied. Regular product and service quality checks could address these concerns.
- A majority (57%) faced issues, indicating areas of improvement in product quality and service reliability.

### VIII. SUGGESTIONS

- Enhance communication channels to ensure customers are always informed about service schedules and delays. Implementing automated notifications or more frequent updates could help.
- Most respondents find service access easy, efforts should be made to simplify processes further and address the issues faced by a smaller portion of respondents.
- Response times are generally satisfactory, striving for faster response times can significantly improve customer satisfaction.
- Focus on ensuring timely service delivery by analysing and addressing factors contributing to delays and interruptions.
- The dissatisfaction with products and services requires a quality assurance program to reduce product issues and improve service reliability.
- focus on improving reliability, responsiveness, and tangibles while maintaining strong personal attention and relationships with customers. focus

### IX. CONCLUSION

Krishnara Enterprises has shown positive performance in several key areas, particularly in professionalism and response time, which are highly regarded by customers. However, there are areas requiring attention, notably in communication, service reliability, and product quality. To enhance overall service, the company should prioritize resolving issues related to service delays, improving communication about schedules, and addressing concerns about product quality. Investing in employee training and development will be essential to ensure that staff continue to uphold high standards of professionalism and are equipped to meet evolving customer expectations. By adopting a more customer-centric approach and emphasizing improved communication, organizations can better meet customer needs and foster stronger relationships. personalized attention, and responsive service, Krishnara Enterprises can strengthen customer relationships and foster long-term loyalty. Statistical insights further suggest that while customer satisfaction in professionalism and service is strong, investigating the complaints and areas of dissatisfaction will help the company fine-tune its operations and improve service quality. In

conclusion, the analysis of the customer feedback data has provided valuable insights into the strengths and weaknesses of Krishnara Enterprises. While the company has a satisfactory relationship with its customers, there are areas for improvement, particularly in communication, customer support, product quality, and pricing. The professionalism of the employees and the importance of personal attention are notable strengths. The correlation between customer satisfaction and service quality emphasizes the importance of continuous enhancements in service delivery.

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