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A PROJECT REPORT ON CUSTOMER EXPECTATION ON SERVICE TOWARDS SUNSHINE SOLAR TECHNOLOGY, PVT, LTD

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ABSTRACT:

This study explores evolving customer expectation on service in solar technology, focusing on service quality ,customer satisfaction ,and predictive maintenance . it highlights the role of AI, and sustainability in meeting expectations, revealing a gap between customer needs and wants ,emphasizing the need for customer centric approaches in the solar energy industry . it provide actionable strategies for solar technology companies to align their services with customer expectations ,improving satisfactions ,retention ,and market competitiveness . **The main objective of this study** is to analyze customer expectations & satisfaction levels, provide insight for effective service management ,strategic planning ,& operational improvement .

KEYWORDS :

Customer expectations ,service quality ,customer satisfactions.

INTRODUCTION:

“Customer expectation on service “refers to the standards ,experiences and outcomes that customers anticipate when interacting with a company ,encompassing their desire for quality, reliability, responsiveness and personalization in every touch point of their service interaction. which can be influenced by past experiences & market trends. essentially its what a customer believes they should receive when engaging with a business to resolve issues ,access ,information ,or purchase a product .

IMPORTANCE OF CUSTOMER EXPECTATION ON SERVICE : Meeting customer expectation can lead to enhanced customer satisfaction loyalty and create positive word of mouth ,to attract new customers & boost sales.

OBJECTIVES :

- To identify and understand customer expectation for service quality.
- To know feedback for continuous improvement .
- To know customer complaints quickly & fairly
- To study the customer expectations & preferences for service delivery channels in solar energy industry (eg: online, offline, mobile)

SCOPE OF THE STUDY :

The study explores customer expectation from service providers. It examines the key factors influence customer satisfaction and loyalty . understanding these expectations is crucial for delivering high quality service , meeting customer needs & preferences .

LIMITATIONS OF THE STUDY:

- Due to time constraints it was not feasible to survey every customer & perform through analysis
- The rapid advancement in solar technology may lead to changing customer expectations , making the findings time sensitive

REVIEW OF LITERATURE :

KOTLER & KELLER (2016) Emphasized the role of marketing communication in shaping of customer expectation . companies should balance setting realistic customer expectation through advertising & promotions while striving to exceed them overpromising can lead to customer dissatisfaction if the service falls short .

VALARIE ZEITHAMAL (2000): Highlighted the importance of effective service recovery in meeting customer expectation & preventing negative word of mouth .

OJASALO (2001) : Identified different for service provider types of customer expectation including implicit , explicit, unrealistic , and realistic expectations . managing these expectations is crucial for service providers .

TSIKRIKTSIS AND HEINEKE (2004): Found that customer experience with a firm is significant determinant of their expectation in the future . consistency in service quality is essential to meet customer expectation

RESEARCH METHODOLOGY :

It is a specific procedures techniques used to identify select, process & analyze information about a topic .methadology is the systematic ,theoretical analysis of theme thousand principles with a branch of knowledge .

RESEARCH DESIGN :

The type of research is descriptive in nature ;since an attempt was made to find out inter relationship between variables

SOURCE OF DATA :

Data is collected from both primary and secondary data

PRIMARY DATA:

These information is collected directly from its source by a researcher .through survey ,questionaries

SECONDARY DATA :

These information that has already been collected by someone else for a different purpose .like intrent ,websites etc

SAMPLE SIZE :

The total sample size that is taken for this study is 100

SAMPLING UNIT :

The design adopted for this study is descriptive research design .this design was chosen as it hence accurately the characterstics of a particular system helped to study helped to study the ability of the system as well as the constant that might restrict as effectiveness

SAMPLING DESIGN :

The data have been study with the help of pie chart

Duration of the study carried for one and half month

TOOLS OF DATA COLLECTION :

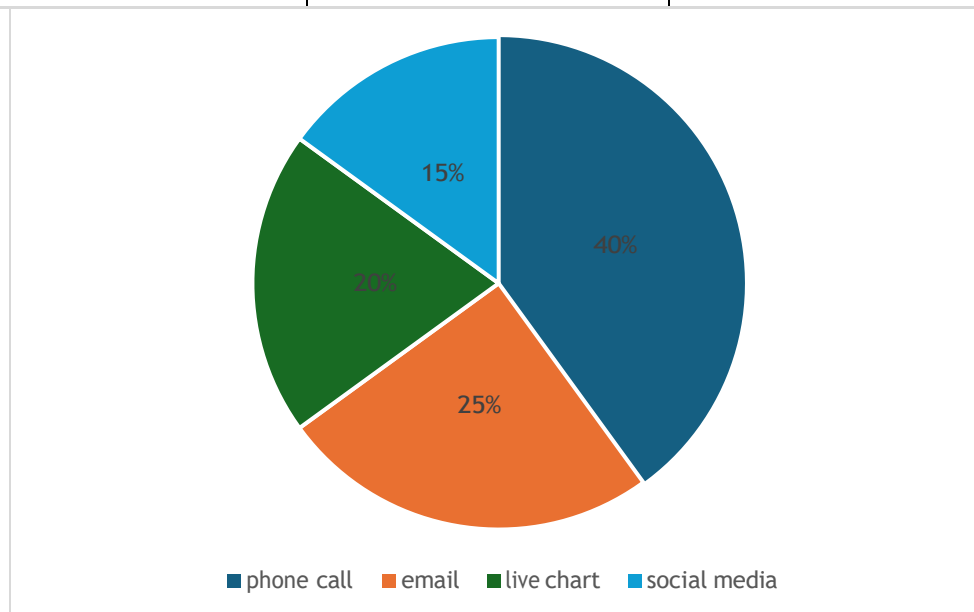
The information is collected from the certain group of people

The tool which is used to collect data and information is questionnarire & interview from the group of people .

DATA ANALYSIS :

1. What is the preferred mode of communication for service support ?

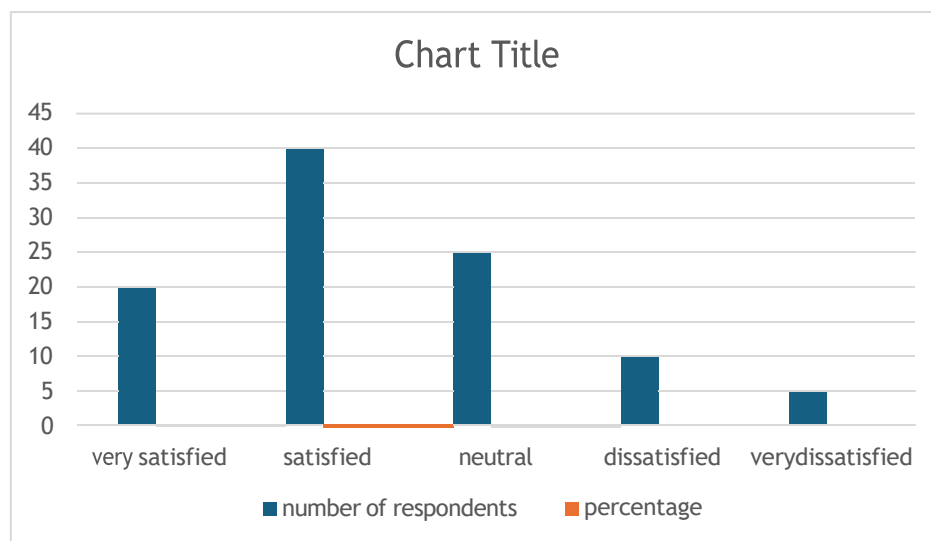
Communication mode	Number of Respondents	Percentage
Phone call	40	40%
Email	25	25%
Live chat	20	20%
Social media	15	15%



INTERPRETATION: phone call (40%) remain the preferred mode of communication ,followed by email (24%) and live chat (20%).companies should focus on optimizing these channels

2. How satisfied are customer with the cu8rrent service quality ?

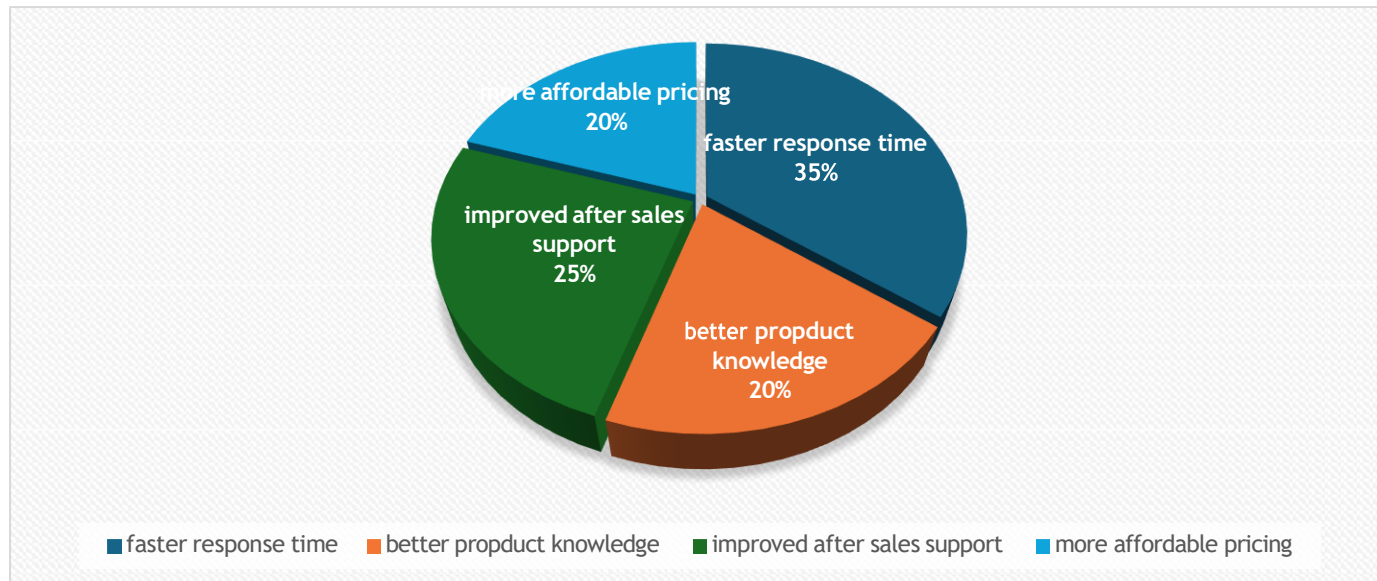
Satisfaction level	Number of respondents	Percentage
Very satisfied	20	20%
Satisfied	40	40%
Neutral	25	25%
Dissatisfied	10	10%
Very dissatisfied	5	5%



Interpretation :A majority (60%)of customers are either satisfied wiioth the service or verydisatisfied with the service quality ,but (15%)expressed dissatisfaction indicating improvement

3. What improvement do customer expect in service ?

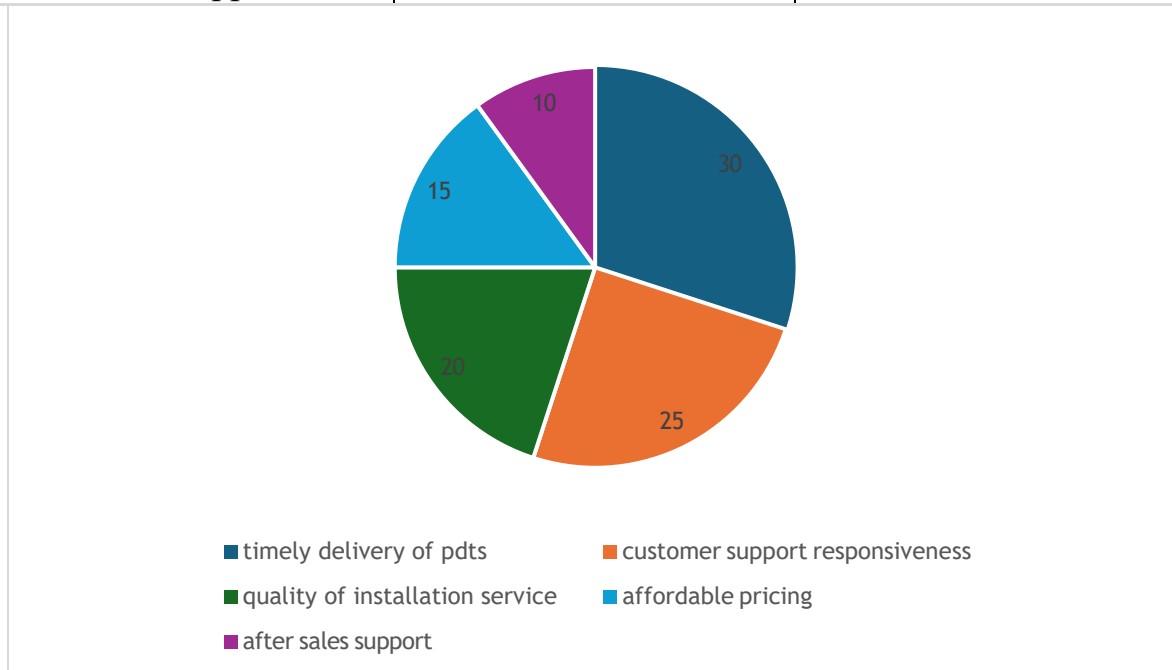
Suggested improvement	Number of Respondents	Percentage
Faster response time	35	35%
Better product knoweledge	20	20%
Improved after sales support	25	25%
More affordable pricing	20	20%



Interpretation :the primary expectation is faster response time (35%)followed by improved after sales support (25%)pricing and product knoweledge are also areas for enhancement .

4. what aspect of service do customers value the most ?

Service aspects	Number Of respondents	Percentage
Time delivery of products	30	30%
Customer support responsiveness	25	25%
Quality of installation service	20	20%
Affordable pricing	15	15%
After-sales support	10	10%



Interpretation : most of the customers prioritize timely delivery (30%)&customer support responsiveness(25%)when considering service expectations. Quality,pricing,and after sales support play significant role . **FINDINGS :**

- 85% Of customer expect clear and timely updates throughout the installation process
- 95% of customers expects their solar systems to reduce their energy bills by at least 50%
- 55% of customers expect reliable maintenances & support service ,including regular system inspections &prompt issues resolutions.
- 75% of customers are satisfied with customer support provided by sunshine solar technology .

SUGGESTIONS :

- Conduct survey and collect feedback to understand customer expectation
- Train the employees to maintain service standards
- Provide accurate & honest information about your service &also provide real time update on service progress
- Use multiple channels to communicate with customers through (Email,SMS,chats)for better engangment .

CONCLUSION :

Customer expectation play a crucial role in shaping service experience &determining customer expectation . they are influenced factor such as past experience,marketing communication,word of mouth & marketing efforts . meeting or exceeding these expectations requires bussiness to focus on service ,quality,responsiveness ,reliability,&personalization . Bussinesses must countinously analyze,adapt,&improve their service to align with evolving customer expectations .by doing so they can enhance customer expectation build loyalty & maintain a comprtative edge in the market .

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