

## Framework For Performance Evaluation Of Dealer's In Car Service Industry Using CRM- Case Study

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### ABSTRACT

Indian automobile sector perform various task to attract customer for sales their vehicles, and try to fulfill of customers need and requirements with provide various services and facilities. Impact of customer relationship management on automobile sector is improve relationship with customers, loyalty of customers, retention of customers etc. customer always select quality of services and proper vehicle related facilities. Dealer represent manufacturer to sales the vehicle, services and facilities. Owner or customer always care for his vehicle for avoiding future breakdown problems. Our project study based on various questionnaires and their feedback which taken by customers. Data collected from 200 owners or participates replied for feedback and only consider 173 feedbacks for study. Studied framework mentioned service related issue and their solution in car service industry. Dealer evaluation by customer point of view directly helps to improve services and facilities for long term scenario. And analyze the effectiveness of customer's relationship management for customer's satisfaction, loyalty.

**Keywords** - Customer, Dealer, Dealer Evaluation System, CRM

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### I. INTRODUCTION

In India various segment vehicle comes and capture market with their performance. Manufacturer are sells the vehicle by dealer who take care of all purchase related terms and condition. Many customer select a helpful services provider and dealers who helps to all service related problem when they face and their requirements. Dealer who sales the vehicle as well as provide after sales services for customer point of view. Customer always takes care for his vehicle and maintenance time to time for avoiding breakdown. Indirectly dealer helps to manufacturer for increase sales and keeps customers for long time. In this paper we go through the questionnaires for feedback by taking by customers to evaluate service and performance of dealer, directly helps to improve services for customer point of view. Dealer's evaluation is manufacturer point of view is a serious issue for solving customer's problems and keep customers with long term purpose. Also helps to study the level of relationship of dealer with customers in automobile sector. And analyze the effectiveness of customer's relationship management for customer's satisfaction.

### II. LITERATURE REVIEW

**Maria João Fonseca, Patrício Costa, Leonor Lencastre, Fernando Tavares (2013)** [1] studied that evaluate the validity and reliability depend upon on effectiveness of educational policies. Validity can be measure by statistical method with multiple questionnaires combining with exploratory factor analysis and reliability analysis.

**Anna B. Costello and Jason W. (2005)** [2] studied that complex, multi-step process Exploratory factor analysis (EFA), which helps to understand various choices for make decisions about "best practices" in exploratory factor analysis. It also helps to provide practical information for decisions regarding (a) extraction, (b) rotation, (c) the number of factors to interpret, and (d) sample size.

**Fabrigar LR, Wegener DT, MacCallum RC, Strahan EJ (1999)** [3] studied that design and analytical decisions which made for conducting a factor analysis for obtaining result. By applying empirical data sets as methodological literature used for questionable decisions in conducting factor analyses for yield problematic results.

**James C. Hayton, David G. Allen, Vida Scarpello (2004)** [4] studied that in factor analysis how many factor to be considered for exploratory

factor analysis. By step by step Parallel analysis accurate factor retention methods helps to underutilized in management and organizational research.

**Hogarty KY, Hynes CV, Kromrey JD, Ferron JM, Mumford KR (2005)** [5] studied that relationship between sample size and the quality of factor for exploratory factor analysis. Which shows that when communalities are high, sample size less influence on the quality of factor solutions than when communalities are low.

**Worthington, R. L., & Whittaker, T. A (2006)** [6] studied that structural equation modeling (SEM) is powerful analytical technique which remain subject to misuse and assist psychologists interested by provide brief overview and describing best practice for model reporting and testing.

**P.C. Verhoef and F. Langerak (2002)** [7] studied that if buying rate is higher and cost of service is lower than it make long term customer profitable effort and increase marketing effort in customer relationship management. Also studied customer need quality of services and facilities, profit margined depend upon interaction of customer and customer behavior.

**J. Karimi, T.M. Somers, and Y.P. Gupta (2001).** [8] studied that many firm increase customer satisfaction index rate by provide services and facilities based on CRM, also invest CRM technology. IT management practice differ from firm who provide the services, IT management helps to transform marketing, operations, or both, leader focus on customer satisfaction which concludes with the implications for both researchers and practitioners.

**Gupta, N. and Williams, E. J. 2004** [9] studied that analytical tool simulation is important for process improvement, simulation helps to increase productivity and access the area of process change alternative in various service segment. Simulation is managerial and improvement within business and developed market repair before investment and implement and financial profitability.

**Payne, A. and Frow, P. 2005** [10] studied that conceptual framework for customer relationship management (CRM) helps to understanding of CRM and its role in enhancing customer shareholder value. Also identify three alternative perspectives of CRM as cross-functional, process-oriented approach and strategic level. CRM strategy and implementation is new conceptual framework based on processes role function and each element of framework process-based and provide deeper insight success.

**Zablah et al. (2004)** [11] studied that the CRM literature is still inconsistent due to the lack of a common conceptualization, proposing a delineation. Conceptual framework involved in creating customer knowledge competence composed by four components namely customer information process; marketing-IT. CRM is “ongoing process that involves the development and leveraging of market intelligence for the purpose of building and maintaining a profit-maximizing portfolio of customer relationships.

**Ngai, Xiu and Chayu (2009)** [12] studied the data mining and saving in CRM process. Which helps to retention of valuable customers and associate with according to classification, which helps to improve one-to-one marketing and loyalty programs are the most investigated themes.

**Wahlberg et al. (2009)** [13] studied that identifying and investigate 4 areas like strategic CRM, analytical CRM, operational CRM and collaborative CRM. Result that hold marketing research on strategic study of its period and dependable time. Also account companies small, medium segment business characteristics consider for investigate.

**Fadi Faris Al - Madani 2013** [14] studied that of Strategic Customer Relationship Management Capability on Customer Satisfaction a Case study in Abu Khader Auto Car Company in Amman. They achives two questionnaires survey between employee and customers. First questionnaires for company employ and second for customer who involve with company. And use statistical process for finding difference.

**Andreas Leverin, Veronica Liljander (2006)** [15] studied that investigation of relationship marketing (RM) strategy of a retail bank and examine after its implementation. They conduct banking survey on two profitability segments. RM and loyalty are different aspect while evaluation of relationship between them. Customer loyalty is more important for profitable segment in service sector.

**Anna S. Mattila, (2004),** [16] studied that city based restaurant evaluate the impact on customer loyalty after exposure to a sanitation grade. Their study find three yield points First, loyal customers exhibit higher intentions to revisit restaurants than non-loyal customers; second, the difference in revisit intentions between loyal and non-loyal customers is higher grade. Finally, loyal customers are less sensitive to narrative information about sanitation violations.

**Assion Lawson-Body, Moez Limayem (2004)** [17] studied that impact of Web site characteristics on the relation between CRM and customer loyalty. After 170 collections of data by

Canadian organization find significant impact link between partnerships, empowerment, relations with customers, and personalization. CRM, in terms of understanding customer expectations, customer prospecting, and interactive management, and customer loyalty which theoretical implications of these results.

**Agariya, A. K., & Singh, D. (2012) [18]** studied that validation of CRM scale for Indian insurance sector, by applying CRM methodology for development in selling and service quality like payment security, product knowledge, personalization, transparency. Effective strategic tool applied for efficient CRM. Also state need attention on bottleneck area for improves CRM implementation towards proposing a comprehensive measure of CRM effectiveness.

**Timothy M. Devinney University of Technology, Sydney David F. (2007) [19]** studied that impact of customer relationship management (CRM) on firm performance using a hierarchical construct model. Which involve physical assets, such as IT infrastructure, and organizational capabilities, such as human analytics and business architecture, they also find that CRM initiatives jointly emphasizing customer intimacy and cost reduction outperform those taking a less balanced approach to support success.

**William Sabadie (2010) [20]** studied that marketing relationship is reciprocator principle. Their study examine the impact of better relationship with customers and efforts of staff attention and privileged offers. Cell phone industry measuring the Customer Status Concept by demonstration. Population of service used by customers. The influence of perceived status on the quality of customer relationships.

**Milorad Novicevic et al [21]** are studies that CRM helps to build customer relationship, and analyze the participation of customer and their behaviour. By various feedback programs providing customer satisfaction improvement. Also contribute to Customers for taking decision making and their requirement.

### III. PROBLEM DEFINITION

From customer point of view they may face different problems from dealers like, more delivery time, not analyze properly service related problems, after warranty period Service charges may high, delivery time is not fix, Interaction with customers by internet only, uncomfortable reception lounge, Spare parts are too costly, more Service time, emergency pick up drop facilities are not available, etc.

### Problem facing from dealers to customers is as follows

- Dealer's behavior with customers
- Uncomfortable Customer lounge while vehicle services
- Service adviser or coordinator not analyze problem properly
- Delivery time taken more than given period,
- Emergency pick up and drop services are not provided or delay for broken vehicles.

### IV. RESEARCH METHODOLOGY

Car dealers perform a series of activities whose ultimate purpose is to sell vehicles and services to customers. The activities take place within a framework of business agreements and legal requirements. Business agreements are negotiated between dealers and manufactures on a regular—usually annually— basis and generally include sale volumes, marketing, quality goals, and branding issues such as signage.

We consider a data base of 200 Indian based owner / Participetance was created based on their performance and service satisfaction nearer of the Mumbai and Navi-Mumbai. This contains: Customer name or the organization name, Customer personal detail, location, Type of vehicle, vehicle details, the approximate number of services per year. As the Western Mumbai – Central Mumbai and Navi Mumbai zone is one of the biggest service zones in different sectors. As our study is related to the Small, Medium segments vehicles, we decided to collect most of the data base from this service area. Automobile service centers and shops, society's small workshop etc are considered for research purpose. To increase the response rate, a reminder was sent to each of the company \ personal after about two weeks of posting of the questionnaire. Personal calls were also made in some cases. Questionnaires were also resent when a company / person informed that they did not receive the questionnaire. In some cases the questions from questionnaire were explained as the customers or owners may found difficult to understand .To ensure that the responding owner/ participator come from the service sector; respondents were asked to indicate the industry sector their firms belonged to. A total of 65 questionnaires have been received, representing a response rate of 70.00 percent which seems good to in Indian context. From these questionnaires 29 respondent haven't considered as they were incomplete / blank, so only 173 respondents are used for final analysis purpose.

Generally dealer service may classified by three different way they are as follow,

- Management department

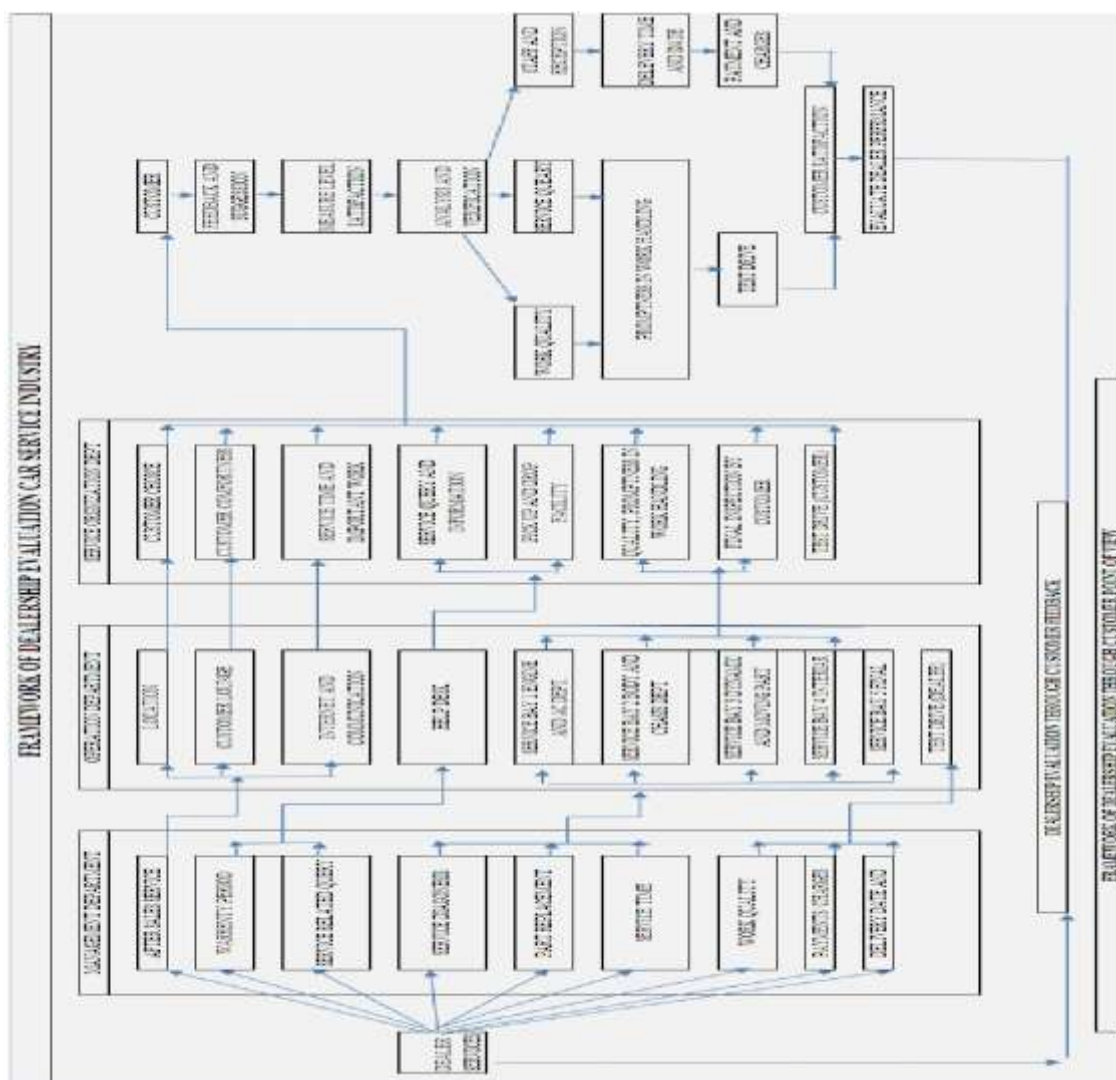
- Operation department
- Service organization department

All dealers manage their service and facilities by management department. Which include Warranty extension period, after sales service, customer retention, parts availability, basic customer needs, which customer point of view is important. Services are manage and inform service status to customer by provide of help desk through service organization department.

Management department perform various task after sales and service, service related query, service diagnosis, part replacement facilities, Warranty extension period with minimum service charge for 2 year or 3 year as per customer requirement, promises to quality work, in time services, confirm date and time for delivery facility etc

Operation department mostly constrain with suitable service center location, available lounge facilities, connectivity media if takes more time for vehicle service. Help desk which continuously inform the current status of vehicle service, and finally various service bay were service or maintenance task are perform. Every dealer have their different aspects, I just try to making a basic model in my framework. They are as follow,

Management Department and Operation Department are link together for service back end, where service organization department comes into picture when services fully performed by service person. Customer only believes quality of work and promptness in work handling in service which helps to increase customer satisfaction. Customer also can take final service inspection by test drive to his service satisfaction which is provided by dealer.



Dealer is an important link between manufacturer and client. He promotes the feature of the product in is best possible way and tries all

marketing simile to enhance the sale which motivate the manufacturer to attract more customers by his marketing strategy. By Research and Observation

for Study purpose consider 13 factors for feedback they are as follow,

Dealer Activities, Sales and Marketing, Part Replacement, Service Department, Service Awareness Facility, Service adviser, Staff and Reception, Customer Welcome Lounge, After Service Facility, Other Service Facility, Sales Person, Payment and Charges, General Service Fulfillment.

**Data Analysis and Processing**

- As per the questionnaire collection of feedback was completed.
- Process the data as per requirement in table form was done in Excel sheet. and Minitab 18.00 software to be used for the analysis work for the purpose of developing the research study.
- This is essential for a scientific study and for ensuring that we have all relevant data for making contemplated comparisons and analysis.
- The role of statistics in research is to function as a tool in designing research, analyzing its data and drawing conclusions there from.
- Descriptive Statistics concern the development of certain indices from the raw data, whereas inferential statistics with the process of generalization.

**Thirteen factors for framework**

SR NO	FACTOR	MEAN	STD DEV	CRO NBA CH ALP HA
1	Dealer Activities	4.04	0.8023	0.9996
2	Sales and Marketing	4.046	0.8128	0.9997
3	Part Replacement	4.017	0.7661	0.9996
4	Service Department	3.994	0.7738	0.9997
5	Service Awareness Facility	4.023	0.7994	0.9996
6	Service adviser	4.058	0.7829	0.9997
7	Staff and Reception	4.035	0.7843	0.9996
8	Customer Welcome Lounge	4.046	0.7611	0.9997

9	After Service Facility	4.069	0.7745	0.9997
10	Other Service Facility	4.023	0.7944	0.9996
11	Sales Person	4.017	0.7661	0.9996
12	Payment and Charges	4.087	0.7537	0.9997
13	General Service Fulfillment	3.965	0.8205	0.9997
	AVG	<b>4.0323</b>	<b>0.7839</b>	<b>0.9997</b>

**Table No. 1: Thirteen factors for framework**

**Validation of measurement tools**

The following procedure selected to develop a survey questionnaire and various tests to be performed on it to check its correctness.

- Application of various guidelines for building of a survey questionnaire.
- Development of suitable Scale for Measurement of different parameters.
- Data collection from various Owners / Participetance.
- Various tests of soundness of measurement Instruments.
- Conduction of a Pilot Study.
- Identification of critical factors of the CRM Car dealers and their Services.

**Principal Component method for validity test**

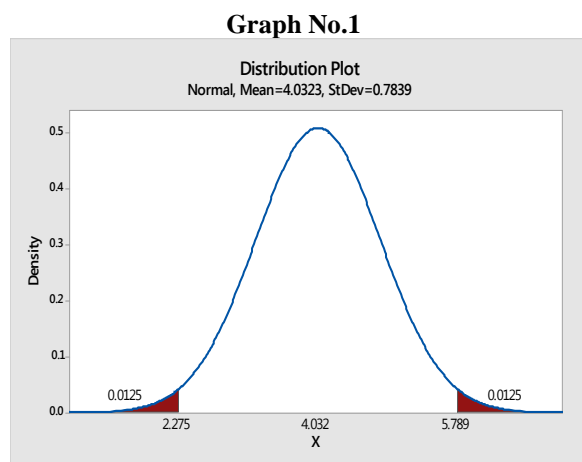
SR. NO	FACTOR	Factor-loadings	Communality	Eigen values
1	Dealers activities	0.819	0.670	1.8186
2	Sales and Marketing	0.842	0.710	1.8423
3	Part Replacement	0.788	0.620	1.7876
4	Service Department	0.799	0.638	1.7989
5	Service awareness facilities	0.953	0.909	1.8176
6	About service adviser	0.953	0.908	1.8099

7	Staff and reception	0.946	0.895	1.797 2
8	Customer Welcome Lounge	0.947	0.896	1.814 3
9	After service facility	0.967	0.935	1.853 2
10	Other Service facility	0.955	0.912	1.817 6
11	Sales person	0.947	0.897	1.802 6
12	Payment and charges	0.964	0.929	1.829 3
13	General service fulfilment	0.924	0.854	1.754 3

**Table No. 2 Principal Component method for validity test**

**Distribution plot**

The distribution plot is suitable for comparing range and distribution for groups of numerical data.



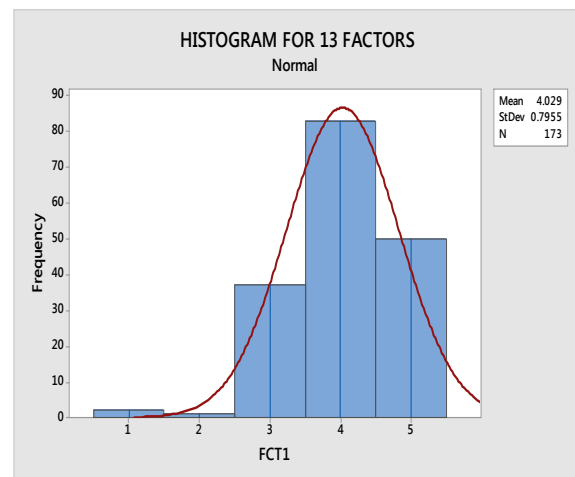
Distribution Plot for 13 factors

**Finding:**

By above Distribution chart is feedback vs questions with scale, is shows Customer service satisfaction which gives by dealer, **both tails** the scores at the 2.5<sup>th</sup> percentile and the 97.5<sup>th</sup> percentile. At the 2.5<sup>th</sup> percentile, the mean score is 2.275 and at the 97.5<sup>th</sup> percentile, the score is 5.789. Approximately 95% of the feedback have scores that are between 2.275 and 5.789 where mean is 4.032.

**Histogram for considering by 173 car/vehicle owner/participants**

**Graph No.2**



**Histogram of Question and Scale VS Feedback.**

**Finding:**

By 173 customer feedback from owner or participate with their cars/vehicles above graph is feedback vs questions with scale, is shows Customer need more service satisfaction which gives by dealer, where 29% document clarification, 29% customer lounge, 23% value added services, 42% for service follow up, 21% satisfactory quality service and 19% staff behavior. For more satisfaction of customers and improve sales growth the following parameter we need improvement,

**Correlation with Framework with 13 factors**

Classified dealer service three different ways like Management department, Operation department, Service organization department. Design framework is need to correlate with feedback questionnaires' for validate the feedback taken by customers and fulfillment for design framework structure.

**In Management Department**

- **After Sales Service:** in my case study project various questions are consider but here 6 various questions are consider for feedback purpose this terms like i) Transparency in responsiveness ii) Explain feature and awareness iii) Test drive facility v) Proper service advise iv) Convenient service hoursvi) Up to date website, where good, overall satisfaction level of customer feedback with cronbach's alpha were value of cronbach's alpha 0.9996.
- **Warranty Period:** Here consider 4 various questions for feedback purpose like i) Awareness information and seminars ii) Extended warranty offered iii) Inform and Provide additional feature iv) sufficient charges for warranty services term where good overall satisfaction level of customer feedback with

cronbach's alpha were value of cronbach's alpha 0.9997.

- **Service Related Query:** Here consider 3 various questions for feedback purpose term like i) staff and reception support for service query ii) Certified technician with knowledge iii) service adviser diagnosis vehicle query, where good overall satisfaction level of customer feedback with cronbach's alpha were value of cronbach's alpha 0.9997.
- **Service Diagnosis:** Here consider 4 various questions for feedback purpose term like i) Service Advisor's solve service related query ii) Service Advisor's knowledge and experience iii) Service Advisor's explained the work flow iv) Same Service Advisor's open job card and explain charges where good overall satisfaction level of customer feedback with cronbach's alpha were value of cronbach's alpha 0.9997.
- **Part Replacement:** Here consider 5 various questions for feedback purpose like i) Availability and information about part to be replaced ii) Information about inventory availability iii) Inventory tracking by IT system iv) Discount offer available for part purchasing v) Arranging part replacement and previous part history term where good overall satisfaction level of customer feedback with cronbach's alpha were value of cronbach's alpha 0.9996.
- **Service Time:** Here consider 2 various questions for feedback purpose term like i) Dealer have proper tools in shop or services center ii) Dealer have proper equipment for optimum repair. Where good overall satisfaction level of customer feedback with cronbach's alpha were value of cronbach's alpha 0.9996.
- **Work Quality:** Here consider 3 various questions for feedback purpose term like i) Dealer perform quality work and handling ii) Dealer have manufacturer certified technician iii) Qualification and knowledge of technician term where good overall satisfaction level of customer feedback with cronbach's alpha were value of cronbach's alpha 0.9997.
- **Payment and Charges:** Here consider 4 various questions for feedback purpose term like i) Charges for service as per rule ii) Easy payment mode iii) Extra charges if any availability Model and color iv) Discount offer if any scheme where good overall satisfaction level of customer feedback with cronbach's alpha were value of cronbach's alpha 0.9997.
- **Delivery Date and Time:** Here consider 3 various questions for feedback purpose term like i) Pick up and drop facility available while

emergency ii) Helps to ease of obtaining an appointment iii) Vehicle delivery in request time or On-time delivery, where good overall satisfaction level of customer feedback with cronbach's alpha were value of cronbach's alpha 0.9996.

#### **In Operation Department**

- **Location:** Here consider 2 various questions for feedback purpose term like i) Properly well maintain near to customer ii) Showroom and service center are neat and clean, where good overall satisfaction level of customer feedback with cronbach's alpha were value of cronbach's alpha 0.9996.
- **Customer Lounge:** Here consider 3 various questions for feedback purpose term i) Seating arrangement in Service Centre ii) Magazine and books facility availability iii) Lounge area Clean, comfortable and waiting area with cooling facility. where good overall satisfaction level of customer feedback with cronbach's alpha were value of cronbach's alpha 0.9996.
- **Internet and Communication:** Here consider 2 various questions for feedback purpose term like i) Internet and entertainment facilities in Service Centre ii) Communication facilities in Service Centre, where good overall satisfaction level of customer feedback with cronbach's alpha were value of cronbach's alpha 0.9997.
- **Help Desk:** Here consider 4 various questions for feedback purpose term like i) Making you feel comfortable ii) Helps to ease of obtaining an appointment iii) Quickly acknowledging your arrival to adviser iv) Avoiding inconveniencing you, where good overall satisfaction level of customer feedback with cronbach's alpha were value of cronbach's alpha 0.9996.
- **Service Bay 1 to Service Bay 5:** Here consider 18 various questions from 4 service facilities support sections like i) service department ii) other service facilities iii) After service facilities iv) General service fulfillment for feedback purpose term where good overall satisfaction level of customer feedback with cronbach's alpha were value of cronbach's alpha 0.9997.

#### **Service Organization Department**

- **Customer choice location:** Here consider 1 various questions for feedback purpose term like i) Properly well maintain ii, where good overall satisfaction level of customer feedback with cronbach's alpha were value of cronbach's alpha 0.9996.



- **Comfortness:** Here consider 2 various questions for feedback purpose term like i) comfortable and waiting area with cooling facility ii) Avoiding inconvenience, where good overall satisfaction level of customer feedback with cronbach's alpha were value of cronbach's alpha 0.9997.
- **Service Query and Information:** Here consider 2 various questions for feedback purpose term like i) helps for solve general query ii) Quickly acknowledging your arrival to adviser, where good overall satisfaction level of customer feedback with cronbach's alpha were value of 's alpha 0.9996.
- **Service Time:** Here consider 4 various questions for feedback purpose term like i) Dealer have proper tools in shop or services center ii) Dealer have proper equipment for optimum repair iii) availability of communication medium iv) Internet and entertainment facilities, where good overall satisfaction level of customer feedback with cronbach's alpha were value of cronbach's alpha 0.9996.
- **Pick Up and Drop Facility:** Here consider 3 various questions for feedback purpose term like i) Pick up and drop facility available while emergency ii) Helps to ease of obtaining an appointment iii) Vehicle delivery in request time or On-time delivery, where good overall satisfaction level of customer feedback with cronbach's alpha were value of cronbach's' alpha 0.9996.
- **Promptness in Work Handling:** Here consider 1 various questions for feedback purpose term like i) Dealer have proper tools in shop or services center and proper equipment for optimum repair. where good overall satisfaction level of customer feedback with cronbach's alpha were value of cronbach's alpha 0.9996.
- **Final inspection:** Here consider 4 various questions for feedback purpose term like i) You were explained the work performed and the breakdown of the charges ii) The paperwork was completed & waiting you're your arriving iii) They contacted you to ensure the work was performed to your satisfaction iv) Explain of Service detail and inform of work process, where good overall satisfaction level of customer feedback with cronbach's alpha were value of cronbach's alpha 0.9997.
- **Test Drive:** Here consider 2 various questions for feedback purpose term like i) Test Drive facility after completion of work ii) Overall

service experience, where good overall satisfaction level of customer feedback with cronbach's alpha were value of cronbach's alpha 0.9997.

**Details of Feedback Surveyed**

The surveyed feedback can be classified into two types

Classification of company according to size

- Small Cubic Capacity segment vehicles
- Medium Cubic Capacity segment vehicles

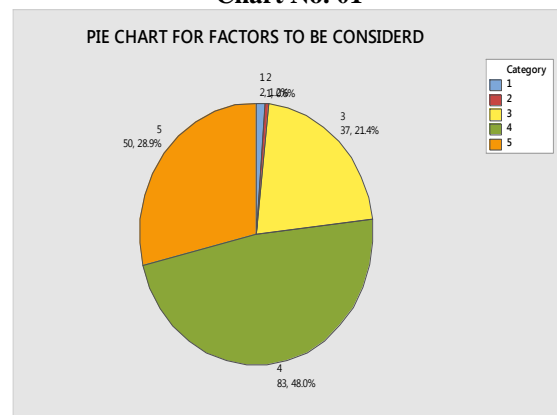
The classification of company according to size is shown in table 2

**Table: 2 - Classifications of vehicles according to Cubic capacity**

SR.NO	type	No. of vehicle
1	Large Scale	99
2	Medium scale	74
	Total	173

**Pie chart for considering by 173 car/vehicle owner/participants**

**Chart No. 01**



**Pie Chart of factors Vs Feedback for 13 factors**

**Finding:**

By above Pie chart is feedback vs questions with scale, is shows Customer service satisfaction which gives by dealer, for 2 category contain very few customers not happy with their dealers, for 3 category contain few customers find happy but not satisfied with their dealers, for 4 category contain maximum customers find happy and satisfied with their dealers, for 5 category contain minimum customers find happy and highly satisfied with their dealers.



## V. RESULT AND DISCUSSION

### Results of case study as follow,

- Impact of quality work and promptness in work handling helps to improve customer satisfaction. By using framework pattern and questionnaires helps to study the level of relationship between dealer and customers is more than 90% with defined value added services, promotional offers and Conduct the customer awareness seminars. After 173 plus feedback most of the customer feels satisfactory services and facilities provided by dealer, follow case study questionnaires with their activities,
- In Management Department After Sales Service, Warranty Period, Service Related Query, Service Diagnosis, Part Replacement, Service Time, Work Quality, Payment - Charges and Delivery Date and Time, this factors questions of feedback shows overall satisfaction level of customer feedback with cronbach's alpha were value of cronbach's' alpha 0.9996 to 0.9997.
- In Operation Department Location, Customer Lounge, Internet and Communication, Help Desk, Service Bay 1 to Service Bay 5 Time, this factors questions of feedback shows overall satisfaction level of customer feedback with cronbach's alpha were value of cronbach's' alpha 0.9996 to 0.9997.
- In Service Organization Department Customer choice location, Comfortness, Service Query and Information, Service Time, Pick Up and Drop Facility, Promptness in Work Handling, Final inspection, Test Drive, this factors questions of feedback shows overall satisfaction level of customer feedback with cronbach's alpha were value of cronbach's' alpha 0.9996 to 0.9997.
- By 173 customer feedback from owner or participate with their cars/vehicles help of statistical analysis 37.21% feel good in service, 50.289% feel Excellent service and 83.48% feel very good service, with average mean 4.0323 and standard deviation 0.7839.

### The discussion of study

- If vehicle extended warranty one time charges are minimum customer may join again and again for servicing their vehicle.
- Availability of communications medium in service center customer can waitwhile service period and enjoy the entertainment facilities.
- Daily usage pattern of customers may help for better maintenance and serviceability for every service.
- Easy spare parts replacement facility with suitable charges or provide discount if any offer

available from manufacturer for effective car services.

- If this framework study implement in service pattern which can helps to marketing status, dealer services performance.

## VI. CONCLUSION AND FUTURE SCOPE

Manufacturer measure customer satisfaction level by customer feedback on provided service and facilities by dealer. This data analyze by statistical method for verification. Verification is based on quality of work; provide service quality, staff and reception contribution time to time for customer's satisfaction level. Customer believes on dealer services when dealer achieve customer satisfaction and provide proper services and quality of work.

The research study concludes that, services and facilities given by dealer which help to evaluate dealer performance. If dealers may follow this model case on trial basis the result study may shows implementation and recommendation which can helps to drive sales volume, market share, sels profitability, and customer satisfaction. Customer point of view quality of work is important and based on that he decided to be continued with service or not. If dealer services based on management department, operation department, service organization department and finally customer feedback and suggestion, it's very helpful to evaluation of dealer performance by manufacturer point of view.

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