

Effectiveness of Logistics, Distribution & Customer Satisfaction in Courier Company

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Abstract— This research examines the conceptual model of logistics service quality in DTDC Courier Company in India and Its effect on Customer Satisfaction. The main Objective of research is to provide improvement recommendation to the company for which exploratory study and survey research where conducted. DTDC Courier is the third party logistics service Provider and its main aim is customer satisfaction by providing product at right time. Timeliness should be less which is the time between customer place order and order receipt. In logistics service quality there are seven dimensions, Information quality, Order Procedure, timeliness, order condition, order accuracy, order discrepancy handling, and personal contact quality. In DTDC Courier company transportation there is prepared questionnaires on which survey is conducted. There are several factors which affect the transportation are environmental, human errors, unloading and loading errors, others. According to questionnaire survey human error is mostly occurring.

Key words: DTDC, Logistics Service Quality, Customer Satisfaction

I. INTRODUCTION

As the market become more global and there is competition continues , hence to identify the scope and goal of logistics industry has changed rapidly over the recent years. Since DTDC is the courier company and its main goal is customer satisfaction. The area of logistics and distribution is considered a very important subsector in marketing segment. Customer Satisfaction is given top most priority in courier company because customer decide the fat of products or services. In earlier times companies belief in distributing the product. Customer is king for the courier companies it is one of the best leading express distribution company in india covering both domestic and interantional services. Logistics and distribution chennels play better role in company. Main goal of the company is on time delivery which enhanced customer satisfaction.

II. LITERATURE REVIEW

In the service quality theory, clients will determine the quality levels of services based on their expectation towards a firm (Oliver, 1980) Hence, customers' expectations serve as the foundation on which service quality is provided. Oliver further explained that as service quality increases, satisfaction from the customer increases. Kersten and Koch (2010) explained the importance of reliability dimension based on promising time delivery, solving customer problems, doing right at the first time, delivering on time, and delivering damage-free goods Most of the service quality definitions fall within the "customer-led" category (Ghobadian et al., 1994). And they have defined quality as it is a measure of the extent to which the service delivered

meets the customer's expectations. . Ghobadian et al. (1994) have explain that perception of quality is influenced not only by the "service outcome" but also by the "service process". They have presented perceived service quality is the summation of prior customer expectation, actual process quality and actual outcome quality. SERVQUAL Model was first introduced by Parasuraman et al. in 1985. The model has been further developed through a series of publications. This service quality model is founded on the view that the customer's assessment of service quality is paramount. Cronin and Taylor (1992) have developed and tested a performance-based alternative for SERVQUAL measure, called SERVPERF. To investigate and validate their claim, they have gather response on the service quality offered by two firms in four industries (banking, pest control, dry cleaning and fast food). Mentzer et al. (2001) describes that logistics service quality have two components physical distribution service and marketing customer service. Combining these two components they identified 9 dimensions of logistics service quality: personnel contact quality, order release quantities, information quality, ordering procedure, order accuracy, order condition, order quality, order discrepancy handling, and timeliness. The generalized use of information and communication technologies (ICT) has brought far reaching transformations to different business areas including logistics activities. The use of ICT in logistics has been truly revolutionary, especially in terms of improving LSQ for the customer (Saura et al., 2008.)

III. RESEARCH OBJECTIVE

A. Problem Definition

- 1) Evaluation of Revenue dimension of logistics department
- 2) About Customer Reaction and Satisfactory level with service provided.
- 3) Problem Related to Logistics to Distribution Channel.

B. Objectives of Research Project

1) Primary objectives

To Understand the problems related to logistics department

2) Secondary objectives

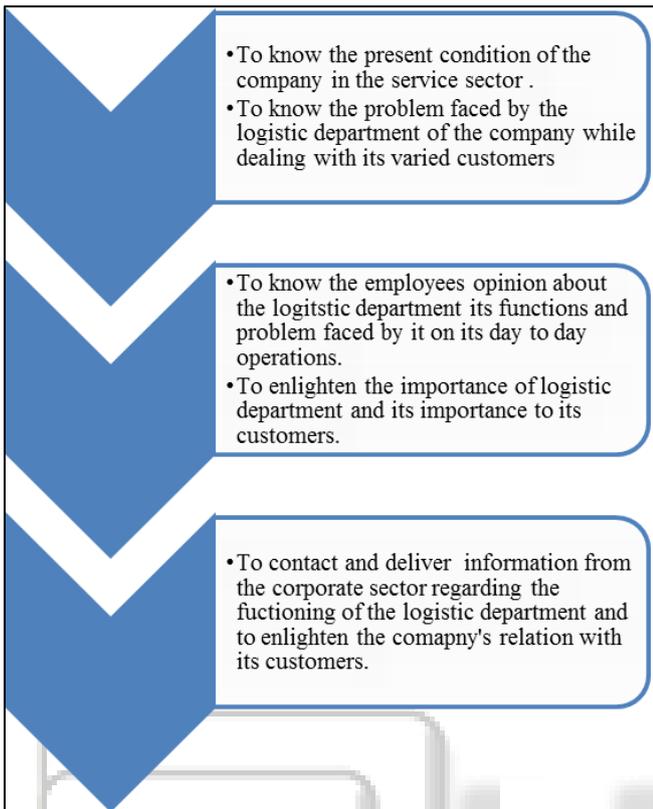
To know the satisfactory levels of customer with a brief sample base.

IV. METHODOLOGY

A. Research Plan

The research plan is based on the project topic, effectiveness of logistic distribution and customer satisfaction .in order to derive the problems related with logistics distribution and end customer satisfaction , the research plan for the project mainly involves many involves direct contact with the respective employees of DTDC. DTDC third party logistics

provider mainly concentrating on transportation and warehousing and delivery of consignment from and to their client. Basic Research Plan as follows :



1) Preliminary Investigation

DTDC is the third party logistics provider providing multiple logistics services for use by its customers. Preferably this service is integrated by the provider. Among the services DTDC Provide Transportation, warehousing, cross docking inventory management, packaging and freight forwarding. The main focuses of the logistics Department of the DTDC are its customers particularly prioritizing the industrial customers and their large scale goods.

2) Exploratory Study

Solution to a particular problem faced by any company cannot be fool proof, although the amount of losses can be greatly reduced .reducing cast an at the same time gaining an average above the cost can increase the sustainability ,the life of business and hence promotes growth .The Major problems related to Transportation and customer reach are as follows:

- 1) Environment Disturbances lending to breakage in the flow of consignments from one place to another, be it via, Air, Road etc.
- 2) Human Errors such as delayed delivery, which would lead to refund and resultantly. Unsatisfied customers.
- 3) Unloading and Loading time gaps if the unloading and loading time gaps increase more than the proposed. Approximated time needed to finish the function it would lead to delay in transportation as well.
- 4) Miscellaneous problems related to traffic, incorrect address of the addressee etc.

B. Research Design

1) Developing the Research Plan

The basic design for researching a service sector company a buy direct interacting with the employees and labor of the

company and as search the current research project follows a similar pattern of direct interaction such as personnel meetings group discussion and personnel interview with such research patterns direct data can be derived with minimal deviations regarding the companies functionally and sustainability.

2) Collection Of data

a) Primary Data

Primary data is received by personal interview, questionnaires, and group discussion with the employees of DTDC Company.

b) Secondary Data

Secondary Data is gained by wed references, existing company report.

C. Sampling Plan

Sampling Plan Base Points	Info.
Sampling Units	20
Sampling Technique	Random Sampling Method
Research Instrument	Questionnaire
Contact Method	Direct Contact

D. Data Collection Instrument Development

Employees of DTDC

V. ANALYSIS

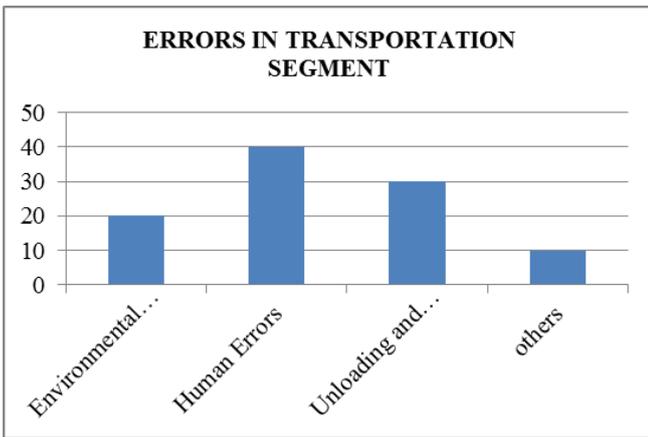
The key areas of research focus mainly on the problems faced by the company, particularly the problems in the company's logistics sector and its customers. The logistics sector is the developing wing of the company and hence, enlightening the problems which can costly occurs in such a sector would and possibly could improve its growth rate and sustainability. Since courier companies face stiff competition it has to look in the cracks in its operation and fill them up before it losses out it potential and existing customers.

A. Research output

1) Factors affecting Transportation of Consignments

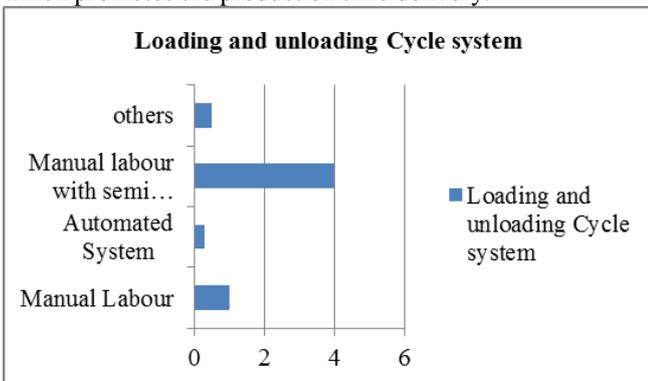
Transportation for DTDC consignments holds the largest share of risk it is also the area which contribute on a large scale to the company's overall revenue. Largest the risk possibility for earning higher profits remains high even through a loss might have double the effect on the company operations and reputation. According to the questionnaire analysis it is observed that out of all the distribution errors such as environmental disturbance, error caused by man unloading and loading gaps , human errors caused most of the problems in the transportation and distribution of services consignments to its prospective customers. Human error mostly occurs in the transportation of the consignment to its designation.

Following shows the error in transportation Segments



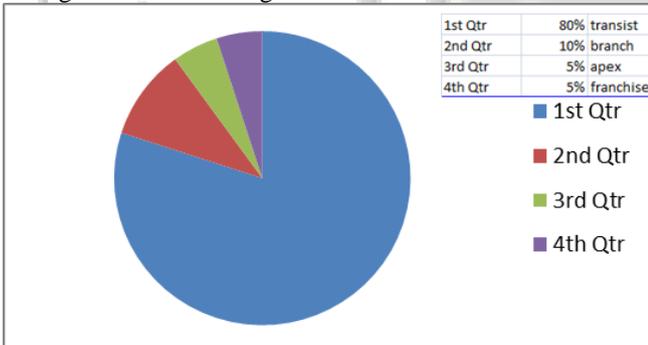
2) Loading and Unloading Cycle References

According to sample observed in DTDC manual labour with semi automated system is mostly used. There should be minimum time gap between loading and unloading cycle which promotes the product on time delivery.



3) Material Damage Source

Maximum material damage occur in transits about 80% during the flow of consignment form on location to another.



VI. CONCLUSION & FUTURE SCOPE

A company would remain empty in majority if its employees are not present .employees form the backbone of any company .they are responsible for the growth of the company .the company should makes sure that the employ’s needs should be moulded in such a manner that it goes in tune with the company’s objectives and goals .monetary and non monetary incentives should be given so as to boost the employee’s working ability. A company would always have to face risks, either externally o r internally .but more the risk they face, there possibility for earning higher profit also increases .every factor either a minor or major factor must be taken into consideration so as to bring out the full potential of the company, thus reaping essential benefits for its sustenance in the growing industry of business.

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