

Summer Internship Project Report

ON

STUDY OF STRATEGIES TO INCREASE THE CUSTOMER LOYALTY

CUSTOMER ANALYTICS



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2018bba002

DECLARATION

I, the undersigned solemnly declare that the project report, “**STUDY OF STRATEGIES TO INCREASE THE CUSTOMER LOYALTY**”, is based on my own carried out during the tenure of my Summer internship Program in Ivestosure Pvt Ltd. Under the supervision of my company mentor, Mr. Maneesh Yadav and faculty mentor, Mr. Sameer Mittal.

I assert the statements made and conclusions drawn are an outcome of my research work. I further certify that

1. The work contained in the report is original and has been done by me under the general supervision of my supervisor.
2. The work has not been submitted to any other institution for any other degree/diploma/certificate in this university or any other university of India or abroad.
3. Whenever we have used materials (data ,theoretical analysis, and text) from other sources , we have given due to credit to them in the text of the report and giving their details in the references.

CERTIFICATE

It is to Certified that the Summer Internship Report Titled **STUDY OF STRATEGIES TO INCREASE THE CUSTOMER LOYALTY** Submitted by **AMAN KATOCH** is an original piece of research work carried out by the candidate under my supervision.

Name of the Faculty Guide

Mr. Sameer Mittal

Sign. Of Faculty Guide

ACKNOWLEDGMENT

It has been a great opportunity to gain lots of experience in real time projects, followed by the knowledge of how to actually design and analyze real projects. For that we want to thank all the people who made it possible for students like us. Special thanks to the graduation Project Unit for the efforts they did to provide us with all useful information and making the path clear for the students to implement all the education periods in real time project design and analysis.

Primarily, I would thank my company mentor **Mr. Maneesh Yadav** and faculty mentor **Mr. Sameer Mittal** whose valuable guidance has been the ones that helped me patch this project and make it full proof success.

Then, I would like to thank **Mr. Ashwini Sharma**, Director – Institute of Management for providing me with this opportunity and being able to complete this project with success.

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PROJECT SUMMARY

-  Customer loyalty is a measure of a customer's likeliness to do repeat business with a company or brand. It is the result of customer Satisfaction, positive customer experiences, and the overall value of the goods and services a customer receives from a business.
-  The objective of this study is to get to know about the customer loyalty and on what basis customer is getting satisfy.
-  The Data is collected in the form of questionnaire of sample of 15 employees from different Markets.

OVERVIEW

CUSTOMER LOYALTY

Customer loyalty is positively related to customer satisfaction as happy customers consistently favor the brands that meet their needs. Loyal customers are purchasing a firm's products or services exclusively, and they are not willing to switch their preferences over a competitive firm.

What is loyalty marketing?

Loyalty marketing is a strategy that encourages your customers to do repeat business with your company again and again. Most often, these strategies involve incentivizing purchases and building up [customer loyalty](#)—but more of those specifics in a minute.

Why loyalty marketing?

Loyalty marketing focuses bringing back and retaining existing and past customers with initiatives and incentives—which is better for your business.

1. **Satisfied but disloyal customers:** A customer can be fully satisfied but may not be loyal due to following reasons:
 - a. **Entrepreneur Customer:** These types of customers like to experiment a lot and hence try to create various options for them to get more benefits. So even if they are satisfied they diverge to other options available in the market.
 - b. **Pressure from Competitors:** Due to the pressure in market the customer tends to follow the competitors path and divert from the existing supplier to remain sustain in the global marketplace.

- c. **Outdated Suppliers:** The customer may be satisfied with the existing customers but sometimes feel that the product and services he is using are outdated in market. Due to the changing technology there is always a need to update the technical aspects and product features even if the old products and services are satisfactory. Focusing on these facets the customers normally go to other suppliers for his new requirements.

Unsatisfied but loyal customers: The other abnormal situation is when the customer is loyal but is unsatisfied. The reasons for this are following:

- a. **Lack of available options:** There can lack of options available for customers. This situation arises when the existing supplier is having a monopoly in a particular segment of products or when all other competitors are worse than the existing supplier. The customer feel trapped in this type of situation and is forced to be loyal to the supplier but at the end of the day he will be an unsatisfied customer.
- b. **Improved Supplier:** In another situation the suppliers may take the customers in confidence by convincing them to provide improved products and services in the coming future. To remain in a healthy relationship the customers also remain loyal but have a feeling of dissatisfaction beneath. But finally if the supplier continuously supply degraded products and services the customer could easily divert from them in search of better prospects.
- c. **Customer Inertia:** There are some customers who afraid to change the supplier. Even if they have bad experience with the supplier, they continue to have business with them. This may be due to the emotional and business attachments or bonding of customers with those particular suppliers

Loyalty marketing is about valuing your customers

At the end of the day, customer loyalty goes beyond social media engagement, giving out loyalty points, or referral rewards.

It's about acknowledging your customers as people you value greatly and appreciating them for their support.

BOND WITH THE CUSTOMERS

To build loyalty, [customer experience management](#) blends the physical, emotional and value elements of an experience into one cohesive experience.

[Retaining customers](#) is less expensive than acquiring new ones, and customer experience management is the most cost-effective way to drive customer satisfaction, customer retention and customer loyalty. Not only do loyal customers ensure sales, but they are also more likely to purchase ancillary, high-margin supplemental products and services.

WHY CUSTOMER LOYALTY IS IMPORTANT ?

Here are 5 reasons why customer loyalty is so important for your business

1. Repeat Business

Perhaps the most obvious benefit of customer loyalty is repeat business; customers who keep coming back and spending more money on your latest or updated products and services because they trust your brand and are confident they are getting quality for their money, rather than gambling on a new brand.

2. Higher Spending

A less obvious reason why customer loyalty is important to your business is that not only are these customers coming back to purchase more products, but they're actually far [more likely to spend more money](#) per transaction than new customers.

2. More Referrals

. Not only do loyal customers keep coming back, but they also bring you new customers!

Happy repeat customers are far more likely to tell their friends and family about your business and essentially do your marketing for you.

3. Defence Against Competitors

This one is really quite simple – every dollar a loyal customer spends on your product is a dollar they're not spending on your competitors' products.

Keep your customers satisfied by encouraging them to come back through incentives like loyalty program rewards.

4. Higher Tolerance

Loyal customers who have been giving you their business for a while are much more likely to be forgiving in the face of mistakes, technical difficulties, and general slip-ups.

In fact, loyal customers tend to be more open to providing honest feedback, which in turn helps you improve your business from the customer's perspective. Asking for your customer's feedback also makes them feel valued and heard.

COMPANY OVERVIEW

In 2010 Mr. Ramdhari Hooda an ex govt. official started lending out funds to people on an interest basis as private fund lender in Sonipat Haryana. In 2012, Mr. Yashvir Singh who was working in Canada as PMS consultant, came back to India they started venture together to provide PMS (Portfolio management Services) as they saw that PMS are available to HNIs(HIGH NETWORTH INDIVIDUALS), so we entered into Financial Sector, to cater PMS service offering different investments avenues with motive to provide more financial stability to people who finds it difficult . Our PMS services are not only available for High income class people but common people.

OBJECTIVE :

The overall objective of the study is to know about the customer loyalty on what basis they are getting satisfy. Customer need to feel that they are valued and important.

Customers want to be recognized, offered better value, and kept in the knowledge of best offerings. Connecting with customers on an emotional level and building genuine relationships with them improve behavioral loyalty and increase profits.

RESEARCH METHADOLGY

RESEARCH DESIGN

This study has utilized survey research methodology. A structured questionnaire was developed based on discussions with university faculty and industry professionals. The survey was circulated to respondents through E-mail.

The respondents are in the age group from 20 years to 30 years and around total of 14 reponses were selected from all the surveys.

RESEARCH QUESTIONS

Research questions aim to understands the attitude of selected respondents through this they get the proper response from the selected respondents. The survey was conducted across various age group between 20 to 30 years.

PRIMARY QUESTIONS

Primary questions mainly focuses on the primary data collected through Questionnaire. This survey has been conducted to get to know about the real face of the market and to know the perception of customers towards the Product.

DATA ANALYSIS

The population of the study comprises of people who are working professional and buying product from the market.

Demographic variable	Categories	No. of Respondents	Percentage %
Gender	Male	6	66.66
	Female	3	33.33
Age (in years)	20-25	5	55.55
	25-30	4	44.44



Figure 1 : Types of Different Qualities Surveyed Respondents

This Figure (Figure 1) Says that many of our people prefer Brand over other Qualities because everyone have different opinions so as per my survey the majority of people taken Brand as their first preferences and in my opinion also Brand plays an important role.

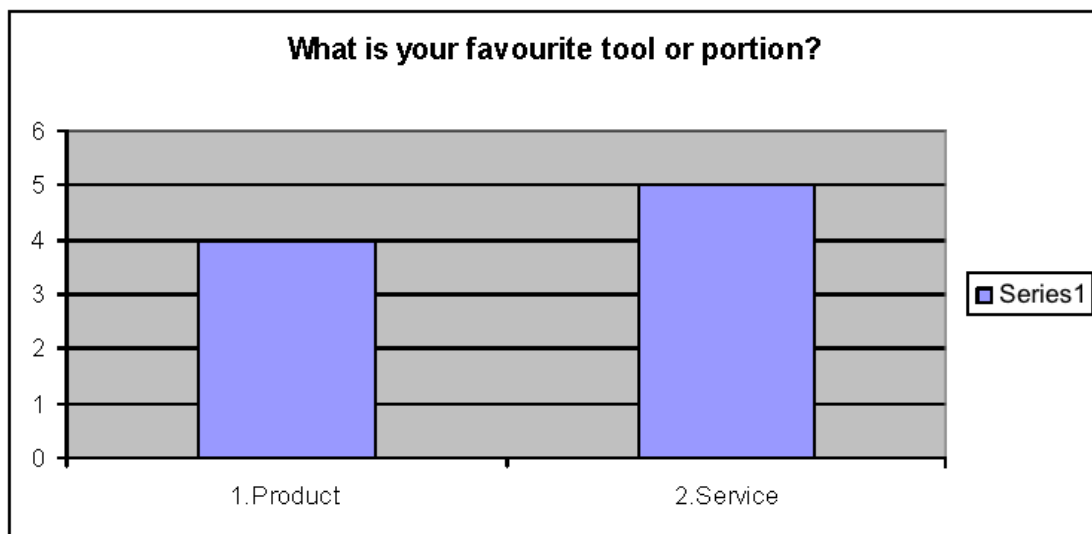


Figure 2 : What are the First choices of the Respondents

This Figure (Figure 2) Says that as Service plays an vital role in the field of Market because as per my surveys people have preferred Service over Product and it was known as the favourite tool or Portion when it comes to Surveys.

I love to do surveys in more cities and in more Companies because I am very Eager to know about the reviews of other peoples.

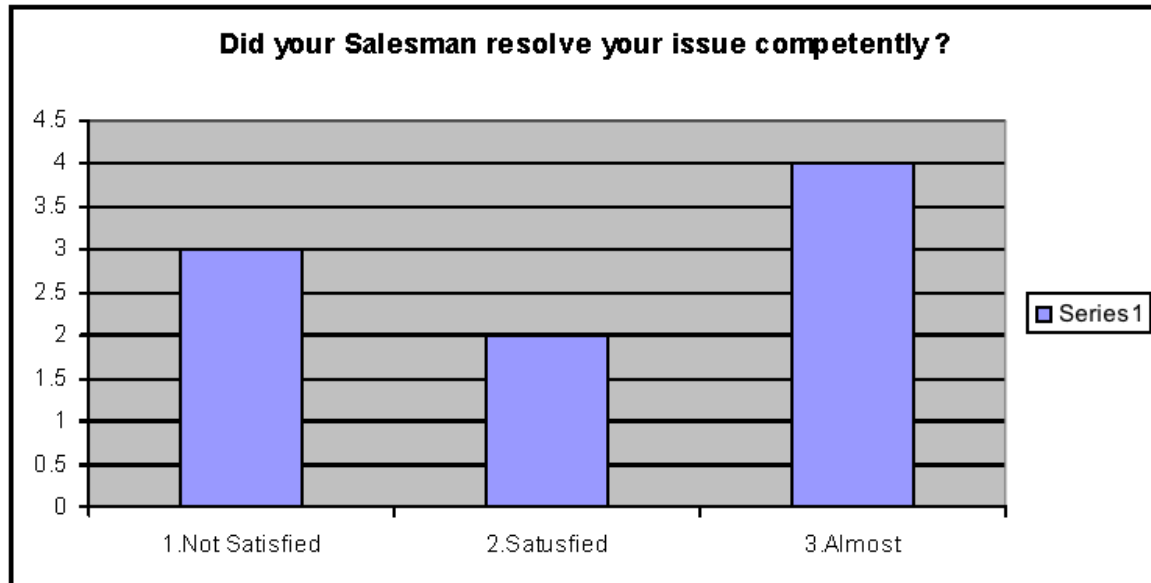


Figure 3 : Types of issue Resolved Completely Surveyed Respondents

As per this Figure (Figure 3) almost every person was resolved with their issue but some of them have not properly got their solutions of their problems and some of them were totally satisfied so in future I want to see the full 100% Satisfaction of the customer with 0 problems



Figure 4 : Services/Products did Satisfied your needs ?

This Figure (Figure 4) was the most important Survey from all of the above because if a customer was fully satisfied with their services and products then only he/she will recommend it to their other friends for choosing that product and service.

OBSERVATION AND RECOMMENDATION

- Majority of the people thinks that Brand is more important than price, quality and customer service.
- Maximum people get to know about their required information and they are highly satisfy with the process.
- They are also satisfied by the way of working of our salesman because their issue get resolved completely.

Suggestions: Product should be given more importance over service because as you can see in the graph service was preferred by most of the peoples.

Suggestions: Customer have the full right to choose over any product and they have the full authority to advertise the product in the market and in their friend circles.

CONCLUSION

Customer loyalty is most important part of the market.

To conclude what was discussed in the paper, Customer loyalty is an important factor to be considered in any organization. A loyal customer will surely repeat the purchase of the product over the long run. Therefore customer loyalty affects the profitability of an organization. Furthermore, the factors affecting customer loyalty include the quality of the service or product offered the corporate image of the organization and the degree of customer satisfaction. Another importance of Customer loyalty is that it can be used to segment any market. In other words, the market could be divided into groups according to the classification of the customer loyalty. There are three types of customer loyalty, the first is the completely loyal customer, the second is the somewhat loyal customer and the third is the other buyer. Any organization can use those three types of loyal customers to classify the marketplace and be able to know its own weaknesses through contacting the three types of customers

It is important to realize that many customers will not complain and this will differ from one industry sector to another. In other words, we often are not aware of the extent of satisfaction / dissatisfaction as long as we do not ask. Customer satisfaction research should be done with greatest care.

LIMITATIONS

Due to COVID-19 pandemic, lockdown was placed all over the country and travelling was strictly restricted because of which personal interviews could not be conducted with the respondents.

- Face-to-face (F2F) interviews would have allowed me to get more in-depth data collection and comprehensive understanding of the subject.
- Due to the lockdown, large number of people lost their jobs across all the industries and the economy of the country declined. People who still had their jobs faced salary cuts and the overall purchasing decreased in the market. Only essential items, like food and groceries, remained in demand.
- Some answers may have been influenced because of this situation, especially the investment preference ones. Since people have just enough money to go through their life on daily basis, they might not looking for any investment for now, even if they wanted to.

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