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19.Title	Building Customer Satisfaction by Managing the Order Cycle: A Pilot Study in Engineering Company
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Abstract	Customer satisfaction (CS), leading to customer loyalty is one of the most unassailable concepts of modern management practice. Research has investigated the role of perceived value of product and service in customer satisfaction. Competitive cost, customer focus, customer feedback and involvement, competent employees, innovativeness, corporate social responsibility etc. are the key factors that contribute to customer satisfaction in various contexts. Some study has been done on the role of order management cycle (OMC) along with product portfolio on CS. There has been little investigation done about the role of OMC on CS, in isolation, that too in the Indian context. Using the data from one engineering company, this research aims to (1) provide insights on the role of system & process (OMC-SP) and attitude & behavior of employees (OMC-AB), interfacing with customers while managing the order cycle, on CS and (2) to examines the combined effect of the role of OMC-SP and OMC-AB on CS. Data from 19 direct customers in a pilot study indicate the positive relationship of OMC with CS. Price is not the critical factor if satisfaction in OMC is high along with a high perceived value of product/service.
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