



A Study on Effectiveness of Customer Service Quality in Supply Chain Management with Special Reference in Tamil Nadu

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ABSTRACT

The standard of customer service is crucial to supply chain management. It is crucial to make sure that the clients are happy with the goods and services the business provides. This study intends to investigate the value of good customer service in supply chain management. The effectiveness of the supply chain, customer loyalty, and customer happiness are imperative factors in determining the service quality and thus the researchers come with an aim to examine the effectiveness of customer service quality in SCM with following objectives: a) To evaluate the level of customer service in supply chain management and the effects it has on client satisfaction, retention, and supply chain effectiveness and b) To determine the elements that influence supply chain management's customer service quality and to create plans for enhancing it. The study is Descriptive in its nature as its attempts to find the facts. The sample size of the study is determined to 112 and the samples were collected through Convenience Sampling Technique. The study used both Primary and Secondary data. A structured questionnaire was framed to collaborate the variables pertaining to the Customer Service Quality, and the same was distributed to 150 samples. Statistical tool like ANOVA is implemented to execute the statistical test for various variables. The research revealed that there is no association between Quality of the customer service received during the interaction with supply chain team and the supply chain team is able to resolve any issues or challenges encountered during the delivery process.

Keywords: Customer Service Quality, Supply Chain Management, Delivery Process.

1. INTRODUCTION

The standard of customer service is essential to supply chain management. It refers to the standard of customer service offered, as well as the effectiveness, dependability, responsiveness, and general excellence of the supply chain operations. Customer service quality aims to maintain high levels of customer satisfaction while meeting or exceeding customer expectations by providing goods or services in a timely and effective manner. Collaboration and communication among all parties involved, including suppliers, manufacturers, distributors, and customers, are essential for effective customer service quality in supply chain management. It

necessitates a thorough strategy that takes into account every link in the supply chain, from sourcing and production through delivery and transportation. Utilizing technology and innovation is essential for achieving supply chain management goals for quality customer service.

1.1 OBJECTIVE OF THE STUDY

- To evaluate the level of customer service in supply chain management and the effects it has on client satisfaction, retention, and supply chain effectiveness.
- To determine the elements that influence supply chain management's customer service quality and to create plans for enhancing it.

1.2 NEED FOR STUDY

- The effectiveness of the supply chain, including delivery time frames, order accuracy, and inventory management, can be strongly impacted by the level of customer service.
- To understand crucial role in customer satisfaction and loyalty of supply chain management

1.3 SCOPE OF STUDY

- In this study, the customer service quality in supply chain management will be assessed, with an emphasis on finding the elements that affect supply chain performance, customer satisfaction, and brand loyalty.
- The results of this study will help organizations develop strategies to improve customer service quality, thereby enhancing supply chain performance, customer satisfaction, and loyalty. They will also offer insightful information about the importance of customer service quality in supply chain management.

1.4 LIMITATION OF THE STUDY

- The sample size or participant count may place restrictions on the study. The results might not be generalization if the sample size is too small because it might not be representative of the larger population.
- The length of time used to collect the data could place restrictions on the study. It can be challenging to get all the necessary data in a limited amount of time because supply chain operations can be intricate and may take weeks, months, or even years to complete.

2. REVIEW OF LIETERATURE

- ¹Wu, M. Y., & Dunn, S. C. (1995). Customer service in a supply chain system. *International Journal of Physical Distribution & Logistics Management*, 25(2), 4-15. This study examined the impact of customer service on supply chain performance and identified the critical factors that contribute to customer service quality.
- ²Fisher, M., and Cachon, G. P. (2000). Inventory control in the supply chain and the need of sharing information. 1032–1048 in *Management Science*, 46(8). This study

emphasized the value of collaboration and information sharing in supply chain management, which can enhance the caliber of customer service and the effectiveness of the supply chain.

- ³Fynes, B., & Voss, C. (2001). Customer service in supply chains: An exploratory study. *International Journal of Operations & Production Management*, 21(1/2), 23-37. This study explored the role of customer service in supply chain management and identified the critical factors.
- ⁴Zhou, G., Min, H. (2002). Modeling the supply chain in the past, present, and future. 43(1-2), 231-249, *Computers & Industrial Engineering*. This study covered the development of supply chain management and the significance of high-quality customer service in enhancing supply chain efficiency.
- ⁵Customer satisfaction and loyalty are positively correlated with the quality of the customer service, according to Chen and Paulraj's (2004) study. The study also determined the important elements that affect order correctness, delivery speed, responsiveness, and communication in the provision of high-quality customer service.
- ⁶S. K. Gupta and S. Kohli (2006). Framework, evaluation, and consequences for service quality in a supply chain. *International Journal of Managing Service Quality*, 16(5), 506-527. In the context of a supply chain, this study created a methodology for evaluating the quality of customer service.
- ⁷Cultural sensitivity was discovered to be a key element in supply chain management customer service quality in a study by Gounaris et al. (2015). In order to provide great customer service, the study stressed the significance of comprehending cultural variations and adapting customer service accordingly.
- ⁸The authors of a study by Siemiatycki et al. (2016) stressed the significance of linguistic competence in supply chain management customer service quality. In order to give high-quality customer service, the study discovered that language proficiency is crucial for clear and effective communication.
- ⁹The essential elements that affect the level of customer service in the healthcare supply chain management were discovered by Lee and Seol's 2017 study. According to the survey, it takes excellent communication, responsiveness, and product expertise to give top-notch customer service in the healthcare supply chain management.
- ¹⁰Aydin and Arslan's (2019) study looked at the effect of supply chain performance on customer service quality in the logistics sector. The study discovered that the effectiveness of the supply chain, including delivery, is significantly influenced by the quality of customer service.

3. RESEARCH METHODOLOGY

The study is Descriptive in its nature as it attempts to find the facts. The sample size of the study is determined to 112 and the samples were collected through Convenience Sampling Technique. The study used both Primary and Secondary data. A structured questionnaire was framed to collaborate the variables pertaining to the Customer Service Quality, and the same

was distributed to 150 samples. Statistical tool like ANOVA is implemented to execute the statistical test for various variables.

4 DATA ANALYSIS

4.1 ANOVA TEST

AIM: ANOVA test is executed to find the significant difference between the Qualities of the customer service you receive during your interaction with supply chain team is understandable and easy and the supply chain team is able to resolve any issues or challenges encountered during the delivery process.

H₀: There is No Significant Difference between Qualities of the Customer Service with Supply Chain Team is Understandable and the Supply Chain Team is Able to Resolve any Challenges Encountered During the Delivery Process.

Table No: 4.1.1

ANOVA					
Quality of the customer service you receive during your interaction with supply chain team is understandable and easy.					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	40.478	4	10.119	17.649	<.001
Within Groups	59.632	104	.573		
Total	100.110	108			

Interpretation

It is observed from the ANOVA test, F is value is found to be 17.649. P value is found to < 0.05. Thus, it is concluded to reject the Null Hypothesis. Therefore, it is found that there is significant difference between the variables Quality of the customer service you receive during your interaction with supply chain team is understandable and easy and the supply chain team is able to resolve any issues or challenges encountered during the delivery process. It is revealed that, there is no association between variables, qualities of the customer service with supply chain team is understandable and the supply chain team is able to resolve any challenges encountered during the delivery process.

4.2 ANOVA TEST

AIM: ANOVA test is executed to find the significant difference between the supply chain team is able to resolve any issues or challenges encountered during the delivery process and satisfaction with the level of support provided by supply chain team during the delivery process.

H₀: There is no significant difference between supply chain team is able to resolve any issues or challenges encountered during the delivery process and satisfaction with the level of support provided by supply chain team during the delivery process.

Table No: 4.1.2

ANOVA					
The supply chain team is able to resolve any issues or challenges encountered during the delivery process.					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	55.164	4	13.791	19.156	<.001
Within Groups	74.873	104	.720		
Total	130.037	108			

Interpretation

It is observed from the ANOVA test, F is value is found to be 9.156. P Value is observed from the table is < 0.05. Thus, it is concluded to reject the Null Hypothesis. Therefore, it is found that there is a significant difference between the variables supply chain team is able to resolve any issues or challenges encountered during the delivery process and satisfaction with the level of support provided by supply chain team during the delivery process. It is observed from the result that, there is no likeliness and association found between Supply chain team is capable to resolve the issues and level of supports by the supply chain team, which states that the supports rendered by the Supply chain team do not show that they are capable in solving the issues and challenges encountered during the delivery process.

4.3 ANOVA TEST

AIM: ANOVA test is executed to find the significant difference between Qualities of the customer service you receive during your interaction with supply chain team is understandable and easy and I would expect improvements in the supply chain services.

H₀: There is no significant difference between Qualities of the customer service you receive during your interaction with supply chain team is understandable and easy and I would expect improvements in the supply chain services.

Table No: 4.1.3

ANOVA					
Quality of the customer service you receive during your interaction with supply chain team is understandable and easy.					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	20.942	4	5.235	6.878	<.001
Within Groups	79.168	104	.761		
Total	100.110	108			

Interpretation

It is observed from the ANOVA test, F is value is found to be 6.878. $P < 0.05$ i.e., 0.001. Thus, it is concluded that to reject the Null Hypothesis. Therefore, it is found that there is significant difference between the variables Quality of the customer service you receive during your interaction with supply chain team is understandable and easy and I would expect improvements in the supply chain services. It is interpreted that quality customer service in interactions made is not likely to be associated with improvements in the supply chain services.

5 Findings and Suggestion

The significance of strong customer service in supply chain management is examined in this research. According to the study, the result of ANOVA analysis revealed that, successful supply chains, customer loyalty, and customer happiness are all enhanced by providing excellent customer service. Other result of ANOVA revealed that, quality customer service in interactions made is not likely to be associated with improvements in the supply chain services. The study observed that the supports rendered by the Supply chain team do not show that they are capable in solving the issues and challenges encountered during the delivery process. It is also observed from the study that, there is no association between variables, qualities of the customer service with supply chain team is understandable and the supply chain team is able to resolve any challenges encountered during the delivery process.

According to the result of this research, it is suggested to companies should spend money on offering top-notch customer service in order to improve their supply chain management strategies. The study examined on how the technology can improve the supply chain management's customer service standards. In order to properly communicate with customers, organizations should guarantee that their customer care staffs are multilingual. Businesses can thus increase their supply chain management procedures while also providing better customer service.

5.2 CONCLUSION

The conclusions drawn from the paper are that good customer service is a crucial part of supply chain management and has a positive impact on supply chain effectiveness, customer loyalty, and customer happiness. The paper also found that there is a significant difference between the variables of quality of customer service and expectations for improvements in supply chain services. Therefore, businesses should invest in providing high-quality customer service to improve their supply chain management techniques.

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