

**ANALYSIS OF CUSTOMER SATISFACTION OF
CEYLINCO INSURANCE COMPANY (LIFE DIVISION)
IN BATTICALOA DISTRICT**



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ABSTRACT

In the modern world, insurance is an important aspect and it is a long-term process. Insurance should improve the living condition of the common man and it has been described as an institution, which eliminate risk and which substitutes certainty for uncertainty. Nowadays the death rates and illness are increased by many accidents and social state. So that, life insurance services are helpful services to reduce the risk in the above situations. In batticaloa district, Ceylinco insurance one of the insurance companies with fewer customers in the life insurance. The customers are important person for every organization can capture more market share in the insurance industry. Therefore, this research is going to find out the level of customer satisfaction in the life insurance in ceylinco.

Objectives of this research study are: "to identify the level of customer satisfaction of insurance services of ceylinco to identify the factors that determine the customer satisfaction of ceylinco insurance and to provide the suggestions to improve the above factors in order to promote the customer satisfaction.

For the purpose of finding out the level of customer satisfaction of ceylinco insurance the research consider four variables as conceptualization. Those are insurance plan, customer incentives, availability of insurance agency, insurance plan/premium. The information to identify the customer satisfaction has been collected through the structure questionnaire issued to the customers who have the life insurance policy in the ceylinco insurance in batticaloa district. 200 customers have been taken as sample. The collected data were analyzed through spss package and spread sheet under the univariate measures such as mean, standard deviation. Then the conclusion was taken by using the analyzed data. The conclusion is that the ceylinco insurance has moderate consideration about the variables of insurance plan, customer incentives, availability of insurance agency, insurance plan/premium. Hence several ways have been suggested as recommendation at the end of the research to up lift the consideration of ceylinco insurance regarding the four variables in order to increase the customer satisfaction of ceylinco insurance in batticaloa district.

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