

**COMPARATIVE STUDY ON CUSTOMER SERVICE: ABANS
PRIVATE LIMITED AND SINGER (SRI LANKA) COMPANY
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ABSTRACT

Measuring the customer services of a company is vital in determining whether a company meets its customer expectation successfully. Hence, it is very important to measure the customer services in private companies because by that they can be able to explore how to distinguish themselves from their competitors and also how they can obtain competitive advantages.

This research work is studied about "The comparative study of Customer service provided by Abans Private Limited and Singer (Sri Lanka) Company especially in refrigerator with a special reference to the Mannarai -North Divisional secretariat area." The survival of a company is ensured by the acceptance of customers, because the market place is highly growing and competing.

Abans and Singer are the best and famous organization for durable goods; that is Singer enhance the customer satisfaction through the brand familiarity with the market and the Abans continuously introducing innovative and exciting new products from the world's best brands that provide multiple benefits to the consumers. Based on these different reasons, the customers prefer either Abans or Singer. Among those customers customer services tend to deviate based on importance of factors they are being considered.

In order to measure the customer services three variables are considered. They were pre-transaction service elements, transaction service elements, and post-transaction service elements. The pre-transaction service elements divided by convenience and information aid/ advices and the transaction service elements also divided by price, personal approach, quality, sales transaction, merchandise availability, and packaging. Same as the post-transaction service elements were divided by delivery, repairing services, complaint handling, and post sales follow up.

The data collection was made through structured questionnaire and personal interviewing with the respondents. Further 200 questionnaires were issued and collected data were analyzed and evaluated as low, moderate, and high level of customer service in both Abans and Singer.

This research is conducted for gaining a better understanding of different level of customer service between Abans and Singer. This study found higher level of customer service in Abans and moderate level in Singer. Among three variables of customer services, two variables such as pre-transaction service elements and transaction service elements are high on overall customer service; however, another variable called post-transaction service elements are moderate level in Abans Private Limited. As well as in Singer (Sri Lanka) Company, all three variables of customer services such as pre-transaction service elements, transaction service elements, and post-transaction service elements indicated moderate level of customer service.

Anyhow, it is concluded that the customer services has to be improved and maintained in both companies. In addition, the study offers suggestions to attend to the consideration on the variables, which were in moderate in moderate level to improve customer service in future.

Researcher

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