

Evaluation of customer Satisfaction on sales forces
performance of Janashakthi Insurance Company
Ltd with special reference to Batticaloa Branch.

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Abstract

The World has been shrinking in terms of Business. Customers are the king in the Business world today. All the business activities are spinning around the customers by targeting them. If an organization wants to survive profitably in the competitive market it must satisfy the customers than the competitors.

Therefore, measuring the level of customer satisfaction is getting more importance to every organization. In respect of Insurance services, sales force are main income source, as they are selling products in different places even different people. Hence, the prime role of satisfying customers is owed by sales force of Insurance Company.

This research work is studied about the 'customer satisfaction on sales force performance of Janashakthi Insurance Company, Batticaloa Branch'. Though, this company has received a number of awards and accreditations, it is in third position in Batticaloa, even in island, while Ceylinco in the first place. Thus a question arose, whether the performance of Janashakthi Insurance Company's sales force is in satisfactory level? Hence, there was a gap to study about the level of customer satisfaction on sales force performance of JIC, Batticaloa Branch.

In order to measure the customer satisfaction three variables were considered which included Aptitude, Personal Characteristics, and Skill Levels of sales force. The structured questionnaire was used to collect primary data for this study from 200 respondents. Collected data were analyzed and evaluated as low, moderate and high level of satisfaction.

The study found that, the customers have high level of satisfaction on Aptitude and Personal Characteristics of sales force, and on the skill levels of sales force they have moderate level of satisfaction. Therefore it was known from the conclusion, the sales forces of JIC, Batticaloa Branch; have to upgrade the Skill level to deliver the desired satisfaction to customers. Finally this report recommends some remedial actions that help to improve the skill level for them.

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