



A STUDY ON CUSTOMER SATISFACTION TOWARDS TRUCKING SERVICES WITH REFERENCE TO WHEELSEYE TECHNOLOGY INDIA PRIVATE LIMITED

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Abstract

The logistics industry is the backbone of any economy, facilitating the movement of goods from manufacturers to consumers. With the advent of technology, companies like Wheelseye have emerged, aiming to streamline and enhance the efficiency of trucking services. Understanding customer satisfaction in this context is pivotal for evaluating the success and sustainability of such technological interventions.

An attempt was made to understand about functioning of trucking services and customer expectations, experiences. The data was collected from the customers of Wheelseye Technology India Private Limited. Descriptive statistics has been used to analyze the data collected from the customers in the form of primary sources. The data collected is organized as required by the study and helps to understand the customer satisfaction levels, expectations, experiences and identify gaps between organization and customer.

The Indian economy has traditionally been supported by the trucking sector. According to data, 67% of freight travels by road. Trucks are the most popular form of freight/goods transportation, and truck drivers are extremely important in this. The majority of trucks are privately owned, however fleet firms that hire drivers to travel the highways also exist.

Wheelseye is working together with various companies in India to create a dependable, secure, and predictable transportation infrastructure. They offer a SaaS platform that delivers useful insights to help hundreds of large enterprise make data driven decision.

Key Words: Service Quality, Truck Services, GPS tracking business, Customer Satisfaction.

Introduction

The logistics industry is the backbone of any economy, facilitating the movement of goods from manufacturers to consumers. With the advent of technology, companies like Wheelseye have emerged, aiming to streamline and enhance the efficiency of trucking services. Understanding customer satisfaction in this context is pivotal for evaluating the success and sustainability of such technological interventions.

The primary objective of this study is to comprehensively analyze and assess customer satisfaction with respect to the trucking services provided by Wheelseye Technology India Private Limited. By examining various dimensions of customer experience, the study seeks to uncover insights that can contribute to the improvement of services and the overall performance of the company. With the intention of empowering truck owners and enabling them and their businesses with technologies like GPS and SaaS.



It began as a GPS tracking business, and as of now, it has developed a whole ecosystem of services geared towards revolutionizing truck logistics in India. Delivering an integrated platform to truck owners for all of their requirements, including fastag, credit, insurance, maintenance, and more. "Mission Mode" is in use. It runs with the sole purpose of improving the life and work of truck owners, resolving customer issues, and enhancing the lives of customers. We continuously work to develop data-driven software solutions that aim to address logistical issues and encourage more intelligent data-driven decision making.

Logistics is complicated, stacked with numerous parties, disorganized, entirely offline, and rife with both superficial and systemic issues. Despite the fact that industry makes up 15% of the GDP, very little attention has been paid to its challenges, and little progress has been made. The truck owner, who is in charge of the most difficult logistical implementation, is at the hub of the supply chain.

A logistics business called Wheelseye rebuilds logistics networks to support fleet owners. Wheelseye is now providing technology to truck owners. Their business is streamlined and processes are automated while trucks are secured and costs are reduced.

Distinct from other market players, primarily tailored to and constructed for truck owners. An organization that prioritizes problem resolution and education. Audacious aims, a focus on speed and action, the chance to scale the organization across the nation, the chance to create and implement a culture, and the chance to participate in the action plan for developing the technical, financial, and service infrastructure for the logistics sector.

Theoretical Background of the Study

An indicator is customer satisfaction. Used to gauge how satisfied a company's customers are with the company's offerings in terms of merchandise, services, and skills. A company may decide to change or enhance its products and services based on information about consumer satisfaction, such as surveys and ratings.

Significance Concepts

Customer Relationship Management (CRM):

CRM theory emphasizes the importance of building and maintaining strong relationships with customers. By examining how Wheels eye manages its relationships with clients, the study can assess the impact of customer relationships on satisfaction. This includes factors such as communication, responsiveness to queries, and personalized service offerings.

Expectancy-Disconfirmation Theory

This theory suggests that customer satisfaction is influenced by the perceived performance of a service in relation to expectations. Applying this theory to the trucking services of Wheelseye involves understanding customer expectations and evaluating how well the company's services meet or exceed those expectations. Uncovering any gaps between expectations and actual experiences can provide insights into improving customer satisfaction.

Logistics and Supply Chain Management Theories

Drawing on theories within logistics and supply chain management, the study can explore how effective and efficient transportation impacts customer satisfaction. Theories related to supply chain responsiveness, lead time management, and on-time delivery performance can be relevant in evaluating Wheelseye's trucking services.



E-Satisfaction Model

With the increasing reliance on digital platforms in the logistics sector, the E-Satisfaction model considers factors influencing customer satisfaction in the online environment. This model can be applied to assess customer satisfaction with Wheelseye's online booking and tracking systems, as well as the overall digital experience.

Post-Purchase Behavior and Customer Loyalty

Understanding post-purchase behavior and the factors influencing customer loyalty is crucial. The study can explore theories related to customer retention, loyalty programs, and the overall impact of satisfaction on repeat business and positive word-of-mouth.

Statement of the Problem

In the dynamically evolving landscape of the logistics and transportation sector, the role of technology-driven platforms has become increasingly pivotal in enhancing the efficiency and reliability of trucking services. Wheelseye Technology India Private Limited, a key player in this domain, has introduced innovative solutions aimed at revolutionizing the trucking industry. However, the extent to which these advancements contribute to customer satisfaction remains a critical and yet to be thoroughly examined aspect.

The problem at hand revolves around the need to comprehensively understand and evaluate the levels of customer satisfaction with respect to the trucking services offered by Wheelseye. Despite the company's efforts to leverage technology for seamless transportation solutions, potential gaps in meeting customer expectations and preferences may exist. It is imperative to identify and address these gaps to ensure sustained customer loyalty and the long-term success of Wheelseye in a competitive market.

Significance of the Study

In a competitive logistics industry, understanding customer satisfaction is imperative for businesses to thrive. This study holds significance for Wheelseye Technology India Private Limited as it provides actionable insights into areas of strength and improvement. Additionally, the findings may contribute to the broader discourse on technology-driven solutions in the logistics sector.

Objectives of the Study

1. To evaluating the Impact of Technological Solutions
2. Investigating Customer Communication and Relationship Management of truck tacking services
3. Analyzing the effect of Service Quality Dimensions of truck tacking services
4. Assessing Overall Customer Satisfaction of truck tacking services

Scope of the Study

The study focuses on Wheelseye Technology India Private Limited and its trucking services, considering the perspectives of its diverse customer base. The scope encompasses the entire service delivery process, from booking and tracking shipments to the reliability and efficiency of transportation. Both quantitative and qualitative research methods will be employed to gather a holistic understanding of customer satisfaction.



Literature Review

1. Ackah's (2014) study, the focus is on leveraging customer satisfaction for a competitive edge in the distribution industry. The case study at Ricky Boakye Yiadom Company Limited investigates the role of transportation in achieving customer contentment within the private distribution sector. The study aims to enhance current satisfaction levels by identifying variables influencing client fulfillment with product delivery. To establish a framework linking client happiness to service excellence and client orientation, the study explores key theoretical areas, contributing valuable insights for the distribution industry.

2. Belaynesh et al., (2021) This study looks at the connection between profitability, customer delight, and transportation quality. The amount of transport services and how they affect customer happiness and financial performance are specifically examined in this study; customer satisfaction metrics on financial performance is also examined. This essay discusses the worth of customer happiness in addition to how it affects an organization's bottom line.

3. Muangpan's (2022) study explores the impact of electronic distribution and market channels on the commercial business paradigm. Focusing on online retail, the study evaluates determinants and measures of client happiness in shipping and delivery. Utilizing three criteria and fifteen indicators, the research assesses customer satisfaction in transportation and distribution management. The study aims to enhance shopper satisfaction efficiency and strategic planning by concentrating on key aspects and indicators in the context of operational plans for the next phase.

4. Chaurasiya and Baxi's (2019) study, the shipping sector's critical role in balancing global supply and demand is explored. The research assesses various shipping services and customer satisfaction levels using a standardized questionnaire. The study employs the chi-square test to analyze the association between customer satisfaction and the services offered by shipping providers. Findings reveal client satisfaction is influenced by updated information on custom clearance procedures, contributing to government benefits. Transportation services, however, are scrutinized for superior qualities such as container cleanliness and cargo handling. The discussion benefits both customers and shipping providers, concluding the study with some aspects left unexplored.

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Limitations of the Study

- The scheduled of the project had a short duration of time
- The expected versus delivered value is being measured; Customer satisfaction is not always a reliable indicator of the overall worth or caliber of the company and its products.
- High customer satisfaction ratings may simply represent low expectations for the company.
- Customers belonging to Bellary District are only the basis while the overall picture may differ



Research Methodology

The study will adopt a mixed-methods research approach. Surveys and interviews will be conducted to gather quantitative and qualitative data, respectively. The sample will be drawn from Wheelseye's customer base, representing various industries and geographic locations. Statistical analyses will be employed to quantify customer satisfaction scores, while thematic analysis will be applied to qualitative data.

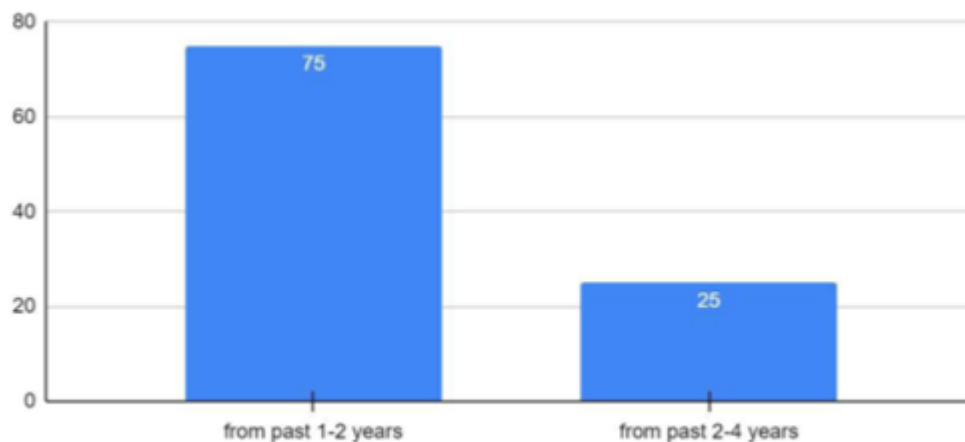
A research technique called descriptive research describes the attributes of the population or phenomenon under study. The "what" subject is given greater attention in this descriptive methodology than the "why" of the research subject? The approach mainly concentrates on defining the characteristics of a demographic group without concentrating on "why" a specific phenomenon happens. In other words, it only "describes" the subject of the investigation without explaining "why" it occurs.

- Sampling area: Bellary District
- Sampling size: 100 numbers
- Sampling Type: Convenience sampling
- Tool used: Questionnaire Design

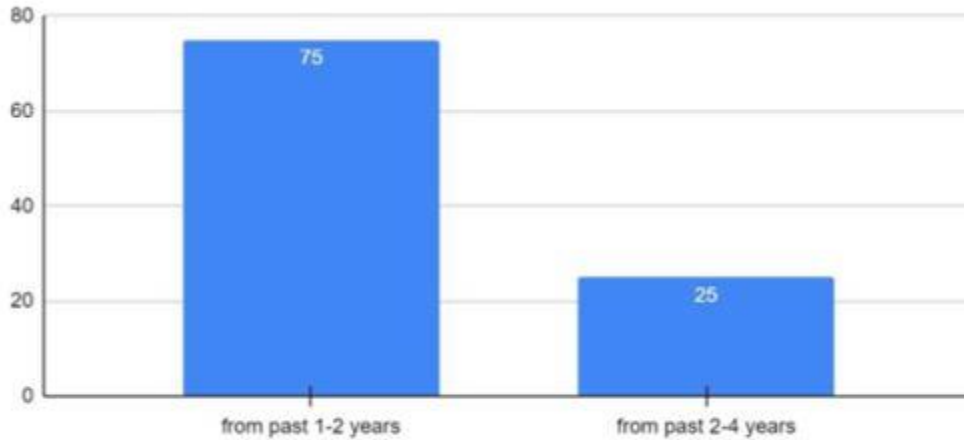
Data collection: These are the data that an investigator first gathers for a certain objective. Primary data are 'pure' in the feeling that they are being sincere and have not undergone any statistical procedures

Data Analysis

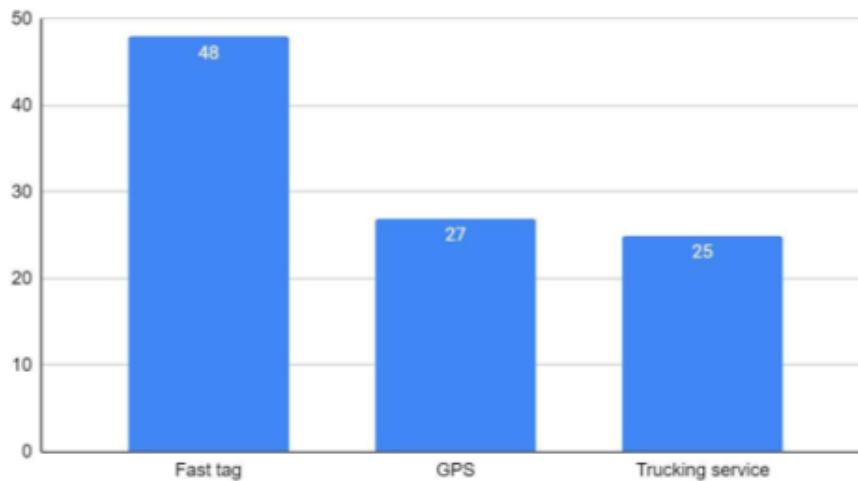
1. How long have you been using the product/service from Wheelseye?



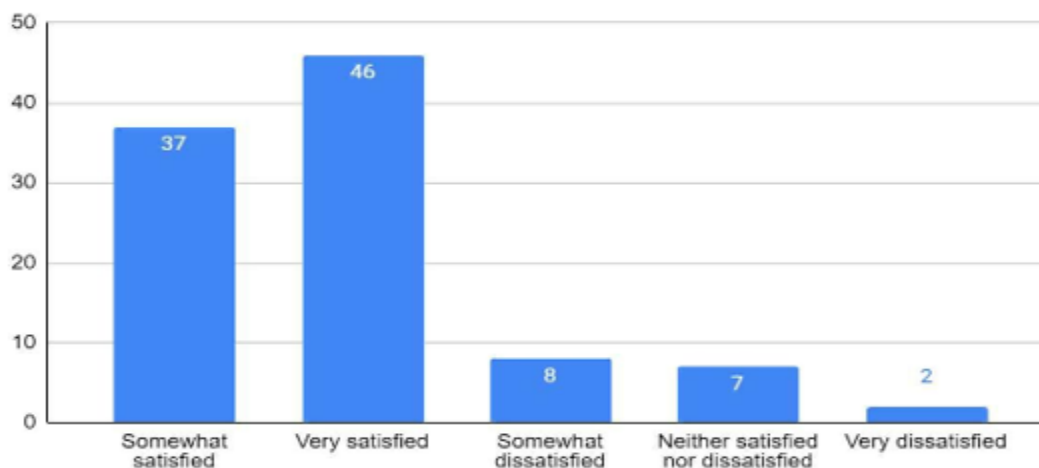
2. How often do you use the product or service from Wheelseye?



3. Which product/service do you avail from Wheelseye?

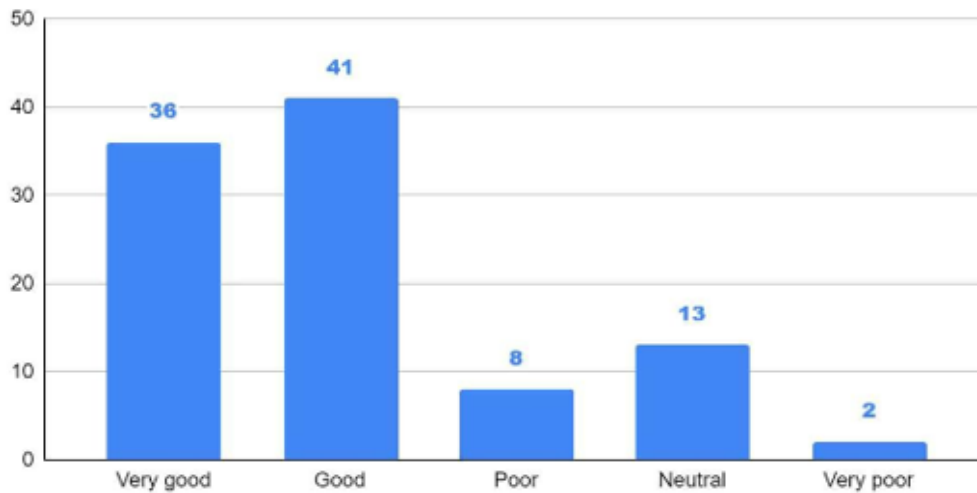


4. How satisfied are you with the timeliness of the deliveries made by Wheelseye?

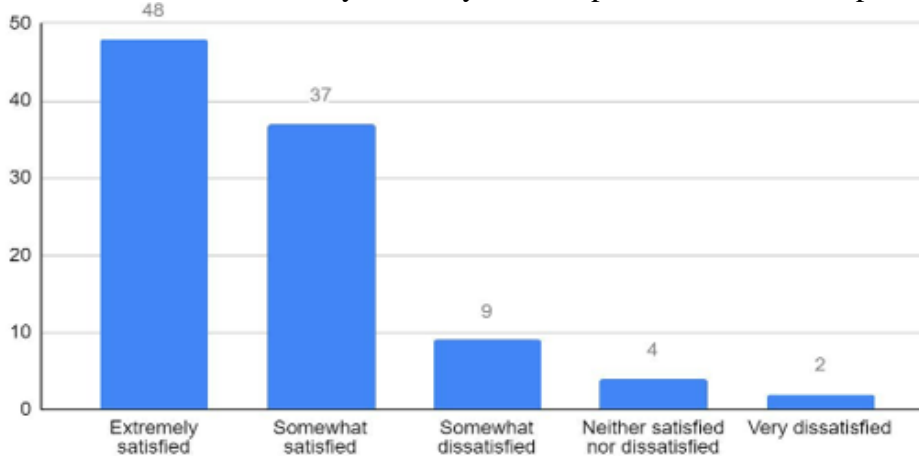




5. How do you rate the overall quality of services provided by Wheelseye?



6. Overall, how satisfied are you with your transportation services experience?



Findings

- About 75% of the customers are using the products/ services from Wheelseye Technology India Private Limited from the past 1-2 years.
- Nearly 69% of the customers under study make repeat purchases from the company and can be considered as loyal customers or satisfied customers.
- Approximately 84% of the customer base feels that the products/services serve their purpose.
- About 46% of the Consumers are in high spirits with the timeliness of the deliveries.
- About 78% of the customers say that products/services are cost effective.
- About 79% of the customers make use of the mobile application and nearly 81% of the customers find the application user friendly and easy to navigate.
- About 36% of the customers feel that the quality of the services provided is of top quality.
- About 70% of the customer base is likely to recommend Wheelseye to others.
- About 82% of the customers find knowledgeable customer service representatives regarding their business process and operations.
- About 68% of the Clients have a positive experience with the customer service/support team.
- About 70% customers leave an impression that customer service/support team handles the FAQs efficiently.



Conclusion

The study helped to learn about the business process of the organization. I met various customers of the company, learned their expectations from the organization and got good insights on the customer behavior on a whole.

Customers switch companies whenever their needs or wants are not satisfied, hence it is crucial to fulfill the customers or to make customers happy and guarantee that their specifications are fulfilled to the best possible extent and retain customers or to make customers to do repeat purchases.

On a whole Wheelseye Technology India Private Limited value their customers and strive constantly to meet the customer requirements.

The study on customer satisfaction towards trucking services, with reference to Wheelseye Technology India Private Limited, aimed to achieve several key objectives. Firstly, it sought to evaluate the Impact of Technological Solutions deployed by Wheelseye, emphasizing the role of digital platforms in enhancing the overall customer experience.

Secondly, the research delved into Investigating Customer Communication and Relationship Management within the realm of truck tracking services. This objective aimed to understand how effective communication channels and relationship management practices contribute to customer satisfaction.

The third objective centered on Analyzing the effect of Service Quality Dimensions specific to truck tracking services. By assessing dimensions such as reliability, assurance, and responsiveness, the study aimed to uncover critical factors influencing the overall quality of services provided by Wheelseye.

Lastly, the study had the overarching goal of Assessing Overall Customer Satisfaction regarding truck tracking services offered by Wheelseye Technology India Private

Suggestion

- Measure and record customer metrics on a regular basis so that it facilitates future decision making such as whether to invest in a particular technology, building a particular application
- It is advisable to implement an appropriate customer relationship management platform so that it aids to collect feedback from customers, receive customer queries and facilitate quick resolution.
- Adopt WRICEF (workflow, reports, interfaces, conversions, enhancements, forms) methodology to build customized solutions for business needs in trucking industry.
- Collect and gather ideas from all customers, personnel, business associates, and service providers etc and pool ideas so that decision making process is strengthened.
- Can appoint ombudsman on a rotational basis and observe for the changes or have an idea regarding the shift in trends and patterns.

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