

CHAPTER - V

ANALYSIS OF AFTER SALES SERVICE AT DEALERS' LEVEL

In the context of marketing of services, we can say that marketing is the creation and delivery of customer-satisfying services at a profit to the supplier or provider of services. When marketing is defined as the creation and delivery of standards of living to the society, the role of customer-satisfying services assumes unique importance in the customer oriented marketing approach. In the sale of service to customers, what is important is that customers be satisfied, that their needs and wants be fulfilled by the providers of services. To ensure uniformity of quality and regular delivery of service, a buyer prefers to buy these services only from recognized or authorised service dealers.

BAJAJ AUTO LIMITED has appointed two dealers in the District, recognized as 'Authorised Dealers'. Both the dealers fall in the category of Service Dealers. These dealers only can sale the spareparts and services to their customers. But these dealers are working as sub-dealers in the District and sell the vehicles also. The services rendered by them are

according to the framework designed by the Company. Both the service stations are well equipped and having trained technical staff, who can extend their services to make customer fully satisfied and keep the vehicle good for run.

Table 5.1
Break-up of service stations

Name of the service station	Address	Type of Dealer
Shanta Automobiles	Kudal	Service dealer
Malu Automobiles	Kankavali	Service dealer

Source: Primary data.

Shanta Automobiles was established in the year 1986, while Malu Automobiles was established quite recently in 1990. Both the dealers are engaged in the activities of selling the vehicles and spareparts. Also, these dealers render free services during the warranty period of the vehicle and paid services after the expiry of warranty.

From Table 5.2 (on the following page), it is seen that Shanta Automobiles has 5 mechanics in total. Out of them, 4 mechanics are trained but temporary and only one mechanic is trained and permanent; whereas Malu Automobiles has appointed 4 mechanics. Out of these, 3 mechanics are trained and temporary and one mechanic is untrained and temporary. These mechanics are appointed by the dealers themselves, after testing their aptitude and

Table 5.2
Break-up of mechanics

Name of the Dealer	Number of Mechanics				TOTAL
	Trained		Untrained		
	Permanent	Temporary	Permanent	Temporary	
Shanta Automobiles	1	4	-	-	5
Malu Automobiles	-	3	-	1	4
Total	1	7	-	1	9

Source: Primary data.

and skill in the respective fields. The training facilities are made available to them by the Company. Six months' training is given in the factory. Specialized training facilities are also provided as far as a new model is launched in the market.

5.1 MECHANICS' PERFORMANCE:

While discussing with dealers as well as with the respondents, it is found that the mechanics appointed at both the service stations are performing their duties in a well manner. The customers in the District seem to be pleased with the services rendered by them. There are very few occasions of dissatisfaction on the part of the customers. Mostly the dealers and the mechanics are willing to maintain and increase the reputation of the Company. The manpower existing at both the service stations is skilled and trained. It is also observed that the mechanics can

recover the fault very early. They are also of cooperative nature. No suggestions about the performance of mechanics have been seen during the research work.

5.2 SPOILAGE:

x It is also observed that there are few occasions of spoiling the vehicle at the service stations. This is due to the unawareness of knowledge of finding out the faults created in the vehicle. It is also found that if there is a spoilage, the charges of these are recovered from the respective mechanics and the customers are not held responsible to pay for it. In some cases, the dealers can pay for these items to create confidence among the mechanics and the customers.

5.3 SERVICES:

These authorised dealers render services during warranty period as well as after the expiry of the warranty period. The types of services are mostly dependent upon the nature of faults and model differentiation. It is found that the dealers in the District are rendering following services:

- (a) Cleaning,
- (b) Maintenance,
- (c) Replacement of spareparts,

- (d) Credit facilities,
- (e) Other services as per requirements.

The services rendered during warranty period are free-of-charge, but the services given after the expiry of the warranty are the paid services. It is also observed that the Company has prepared a list of services with their respective charges which are to be paid by the customers after receiving such types of services. The work to be carried out depends upon the nature of the fault recovered. The dealers in the District offer free services only for genuine spareparts, but in case of proprietary parts, the customers have to claim these services with their respective manufacturers.

5.4 DEALERS' POLICIES:

It is observed that the dealers in the District are adopting own policies of services to make the customer fully satisfied and removing the ill-will and frustration created amongst the customers, particularly in this hilly and heavy-rain area. The dealers make available free services even after the expiry of the warranty period. The quick and proper service policies have made the dealers reputed and well recognized service dealers in the District.

5.5 COMPLAINTS:

The complaints of the customers accepted in written in a specified form. The customers are requested to put these complaints in a 'Complaint/Suggestion Box'. It is observed that very few complaints are made by the customers, suggesting improvement in service, but mostly, the attack of the complaints is on the prices charged by the Dealers of spareparts sold by them. The customers are of the opinion that the prices of the genuine spareparts are as high as compared with unauthorised dealers or independent automobile spareparts dealers in the region. The customers have also right of making complaints directly to the Company. The Company has taken every possible care and precaution to ensure quality in respect of the material and workmanship in the vehicles manufactured by them.

5.6 SPAREPARTS:

It is observed that both the authorised dealers sell genuine spareparts in the District. These spareparts are made available by them as per the demands of the customers. It is found that these genuine spareparts are comparatively costly. The reason is that the same spareparts are sold by the manufacturers to other unauthorised dealers or automobile spareparts shops, who are selling these spares at a reasonable prices.

5.7 WARRANTY:

The dealers in the region give warranty in respect of such items like shock-absorbers, speedometers, chains and other machinery parts manufactured by the Bajaj Auto Limited.

Proprietary parts like tyres, tubes, batteries and spark-plugs are warranted by their respective manufacturers and should be claimed on them directly by the customers. The dealers also produce original warranty certificate to verify the details. The warranty is not available to -

1. Normal maintenance operations,
2. Replacement of electrical items,
3. Parts of the vehicle that have been subjected to misuse, accident, negligent treatment or which have been used in conjunction with parts and equipments not manufactured or recommended for use by Bajaj Auto Limited,
4. Parts of the vehicle that have been altered and modified or replaced in an unauthorised manner and which in the sole judgment of Bajaj Auto Limited affects its performance and reliability,
5. Vehicles that are not being serviced by authorised dealers of Bajaj Auto Limited,
6. Vehicles used for any competition, race and/or for attempting to set any kind of record.

5.8 OTHER SERVICES (PAID SERVICES):

Both the dealers in the District render other than free-services called as paid services. These services are sold just after the expiry of the warranty period. Following are some paid services listed by the Company. The charges for these services are charged according to the nature of the service offered.

1. Servicing, Greasing,
2. Replacing inner cable,
3. Replacing cable assly.,
4. Replacing cylinder head and piston,
5. Rear brake shoe changing,
6. Steering cone chhanging and greasing,
7. Replacing front shock absorber
8. Replacing rear shock absorber,
9. Replacing condenser,
10. Replacing contact braker,
11. Carburettor cleaning,
12. Front suspension overhaul
13. Replacing front lever/stand
14. Replacing wire harness,
15. Replacing speedometer,
16. Replacing steering lock,
17. Magneto changing,, etc., etc.