

## **INTRODUCTION AND BACKGROUND ABOUT THE STUDY**

After-sales service has become an important part of business operations in today's competitive market. Customers not only look for good products but also expect proper support and service after the purchase. When a company offers timely help, clear communication, and reliable service, customers feel more satisfied and confident in choosing the brand again. Good after-sales service creates trust, improves customer experience, and helps the company maintain a strong relationship with its customers.

Customer retention is another key factor that decides the long-term success of any business. When customers are happy with the services they receive after buying a product, they are more likely to return for future purchases and recommend the company to others. On the other hand, poor after-sales service may lead to dissatisfaction, complaints, and loss of customers. Therefore, understanding how after-sales service quality affects customer retention is important for improving business performance.

In many industries, after-sales service includes activities such as installation support, maintenance, product replacement, complaint handling, and customer communication. These services help customers use the product properly and solve any issues they face. When such services are delivered effectively, customers develop a positive opinion about the company. As competition increases, companies are realising that after-sales service is not just an additional activity, but a major factor that influences customer loyalty.

Businesses today invest more time and effort to strengthen their service systems, train staff, and create better service policies. They understand that retaining existing customers is more cost-effective than attracting new customers. A satisfied customer stays longer with the company, purchases more products, and spreads positive feedback. This makes after-sales service an essential part of building a successful and sustainable business.

The present study aims to examine the quality of after-sales service and its influence on customer retention in K L Abdul Sathar Timbers & Plywoods. The study focuses on understanding customer experiences, service effectiveness, and the factors that encourage customers to continue buying from the company. Through this study,

valuable insights can be gathered to help the organisation improve its service quality and strengthen customer loyalty.

## **RESEARCH PROBLEM**

Many companies find it difficult to understand why some customers continue to buy from them while others stop coming back. Even when products are good, customers may not stay loyal if they do not receive proper help or support after the purchase. Poor after-sales service can make customers feel unhappy, while good service can make them trust the company and choose it again. Because of this, it becomes important to study whether the after-sales service provided is helpful, timely, and satisfying for customers. The main problem of this study is to understand how the quality of after-sales service affects customer retention and to find out what kind of service makes customers stay with the company for a longer time.

## **SCOPE OF THE STUDY**

The scope of this study is limited to understanding how after-sales service quality affects customer retention in the selected organisation. The study mainly focuses on customers who have purchased products from the company and have used its after-sales services. It tries to understand their experience, satisfaction level, and the factors that make them continue or discontinue buying from the company. The study does not include other areas such as production, marketing, or financial performance. It only covers the service provided after the sale and how it influences customer loyalty. The findings of the study will help the organisation understand the strengths and weaknesses of its service system and make improvements wherever necessary.

## **OBJECTIVES OF THE STUDY**

- To understand the nature and quality of after-sales service provided by the organisation.
- To examine how after-sales service influences the satisfaction level of customers.
- To analyse whether good after-sales service helps in improving customer retention.

- To identify the important service features customers look for after purchasing a product.
- To suggest practical measures to improve after-sales service and encourage customers to stay loyal to the company.

### **LIMITATIONS OF THE STUDY**

- The study is limited to customers of K L Abdul Sathar Timbers & Plywoods, so the results may not apply to other companies.
- The information collected depends on the personal opinions of customers, which may not fully reflect the actual situation.
- Only a limited number of respondents were included due to time constraints.
- Some customers were busy and could not give detailed responses to the questions.
- The study focuses only on after-sales service and customer retention, and does not cover other areas of business operations.

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