

Marketing Related Customer Satisfaction and Perception of Delhi Based Digitech Startups

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INTRODUCTION

1. Digital Service Providers (DSPs)

Digital Service Providers (DSPs) are organizations that deliver a range of digital technology-based services to both businesses and consumers. Positioned at the convergence of technological capabilities and service provision, DSPs utilize advancements in technology to enhance and facilitate the delivery of services through digital or online platforms. Cloud computing is a key component of a DSP's toolkit, enabling the hosting of services on virtual platforms and providing benefits such as scalability, cost efficiency and universal access.

DSPs are versatile innovators, offering a broad spectrum of services that go beyond traditional computing resources. Their offerings include, but are not limited to, cloud-based solutions. DSPs play a pivotal role in the digital ecosystem, driving digital transformation across various sectors by providing services such as cloud hosting, Software as a Service (SaaS), managed IT services, VPNs, data backup, e-commerce platforms, IoT service management, cybersecurity solutions, email hosting and telecommunication services. The evolution of digital services marked a significant shift from traditional service delivery methods to advanced, internet-based solutions, making DSPs central to the digital landscape.

There are diverse range of services provided by Digital Service Providers (DSPs). These can range from online services to contributing to digital transformation across various sectors. Some key services provided by these companies include:

- **Cloud Hosting Services**

Providing various cloud hosting options such as shared, VPS, dedicated and cloud hosting.

- **Software as a Service (SaaS)**

Offering access to software applications over the internet, including CRM systems, accounting software and project management tools.

- **Managed IT Services**

Remote management and monitoring of IT infrastructure, network support and cybersecurity services on a subscription basis.

- **Virtual Private Networks (VPNs)**

Offering VPN services for secure and private internet access for both individuals and businesses.

- **Data Backup and Recovery Services**

Providing automated data backup services and recovery solutions for businesses' data security.

- **E-commerce Platform Services**

Facilitating the selling and delivering of digital goods such as music, movies and games over the internet.

- **IoT Service Management**

Providing IoT connectivity and management services for businesses integrating IoT solutions.

- **Cybersecurity Solutions**

Offering security audits, threat monitoring, firewalls and anti-malware services on a subscription basis.

- **Email Hosting and Management**

Providing professional email services with features like custom domain names and enhanced security.

- **Telecommunication Services**

Offering services like VoIP, virtual phone systems and other communication tools for businesses.

These services together drive the digital transformation and technological innovation in today's society, impacting both business operations and everyday consumer activities.

2. Future of Digital Service Providing Companies

In the era of rapid technological evolution, the future of Digital Service Providers (DSPs) emerges as a critical focus in the realm of IT services. Businesses, deeply entrenched in the digital age, increasingly rely on technology to optimize efficiency and productivity, thereby positioning IT services as a pivotal component in their strategic success. This article explores the inevitable evolution of IT services, propelled by the pervasive adoption of digital technologies and the dynamic shifts within the business landscape.

A fundamental transformation in the future of IT services lies in the profound shift towards cloud-based solutions. Acknowledging the advantages of cloud computing, businesses are progressively migrating their operations to the cloud to attain scalability, cost-efficiency and heightened collaboration. Consequently, IT service providers face the imperative of adapting to and enhancing cloud-based tools and services to cater to the escalating demand. The flexibility offered by cloud-based services empowers businesses to access their data and applications from any location at any time, fostering seamless remote work and augmenting overall accessibility. Furthermore, cloud infrastructure facilitates expeditious deployment and scaling of resources, enabling companies to respond adeptly to evolving market dynamics and business requirements.

Automation, underpinned by advanced technologies such as artificial intelligence and machine learning, emerges as a compelling force shaping the future of IT services. As a strategy to streamline business operations, IT service providers are increasingly turning to automation to alleviate manual tasks and enhance overall efficiency. This transformative approach encompasses automating routine tasks like software updates, system maintenance and data backups. This not only liberates IT professionals to concentrate on more strategic endeavors but also significantly diminishes the risk of human errors, thereby elevating the reliability and security of IT operations.

The future trajectory of IT services transcends the conventional provision of technology solutions to a paradigm where outcomes are central to client business objectives. IT service providers are compelled to cultivate a nuanced understanding of their clients' industries, challenges and goals to offer bespoke solutions. The cultivation of robust partnerships and close engagement with clients

become instrumental in co-creating solutions that address specific pain points and yield tangible business benefits. This client-centric approach enables IT service providers to offer proactive support, preemptively identify potential issues and optimize technology investments.

As technology advances, so does the specter of cybersecurity threats. The future of IT services witnesses an augmented emphasis on cybersecurity and data protection, necessitated by the escalating volume of data generated and stored across diverse platforms. IT service providers are called upon to maintain vigilance, continually updating security protocols to effectively counter evolving cyber threats. This entails the implementation of multi-layered security measures, regular security audits and proactive client education regarding best practices to mitigate risks. The future of IT services unfolds with promise, underscored by a paradigm shift towards cloud-based solutions, automation and an outcome-focused service delivery model. Embracing these transformative trends is imperative for IT service providers to maintain competitiveness and relevance in the digital age. The evolving landscape solidifies the significance of IT services, positioning them as indispensable partners for businesses embarking on their digital transformation journeys.

3. Challenges for the Digital Service Providing Companies (DSPs)

The challenges confronting the future of Demand-Side Platforms (DSPs) emanate from various perspectives within the data-driven landscape. This study explores the prevailing challenges faced by DSPs in the context of online ad targeting, as articulated by industry experts and specialized professionals in data-related domains.

A pivotal challenge identified is the imperative of comprehensive marketer education. The overwhelming array of vendor options and the evolving landscape of available data sources pose a considerable hurdle. Marketers and their agencies grapple with the need to assimilate information about diverse data aggregators. While third-party data aggregators assist in aggregating, classifying and providing quality data at scale, the challenges persist. Noteworthy is the observation that agencies investing time in understanding and testing third-party data providers often reap performance benefits for their clients.

Less advanced DSPs face a challenge in moving beyond rudimentary data utilization. Their

targeting strategies often rely on assumed segment affinities without incorporating performance learning to dynamically adjust targets. The absence of leveraging data for the discovery of new audience attributes and the provision of analytical insights hampers their ability to differentiate and adds a layer of limitation to their value proposition. This predicament positions them as bulk buyers or media service providers, lacking in added value concerning audience insight and segment discovery.

Inconsistency in media supply, both in terms of volume and quality, emerges as a significant challenge for DSPs. This inconsistency affects data providers, necessitating a consistent media supply to optimize campaigns based on available data. The growth of Real-Time Bidding (RTB) supply introduces a discrepancy in media values, pressuring DSPs to bid on lower-value media for competitiveness, leading to suboptimal performance. The challenge extends to maintaining neutrality and transparency, as financial incentives may influence DSPs to favor specific media supply sources, potentially compromising optimal efficiency.

The separation of targeting data and media in the DSP model presents a pronounced challenge. Targeting companies utilizing DSPs encounter difficulties in measuring the performance of data to media due to the absence of a closed feedback loop. This absence impedes optimization, preventing the iterative improvement of audience selection, thereby limiting the potential performance gains achievable through optimization.

The cookie-based targeting promised by the DSP model confronts a challenge rooted in the limitations of cookie technology. The ideal of perfect targeting promised by the market remains unattainable with cookie-based targeting, as campaigns rarely achieve 100% target delivery. The discrepancy arises from inaccuracies introduced by providers who insert extrapolated or inaccurate demographics into cookies shared among multiple users, resulting in a small portion of ads hitting the intended target.

DSPs face challenges in harnessing the full potential of data for online ad targeting. While they provide efficient access to inexpensive inventory and allow for significant scale, several issues persist. DSPs lack the capability to handle the entirety of the value chain, particularly concerning the right message, creative and landing experiences. Data distribution complexities arise due to the multitude of DSPs, publishers and ad networks, hindering the seamless delivery of complete data sets to each domain. Not all data is of equal value and DSPs struggle to optimize for different data

types efficiently. Measurement of value remains a challenge, particularly in terms of attribution modeling, a crucial element in display ad value measurement. The issue of data leakage also persists, raising concerns about data security and preventing theft of advertiser or third-party data.

The absence of a closed feedback loop poses a significant problem from a data perspective. DSPs lack a mechanism to provide feedback to audience providers regarding the performance of audiences in specific campaigns. This absence inhibits the improvement of algorithms used to create audiences and impedes the establishment of a transparent and competitive marketplace.

The DSP model's emphasis on a tactical, transactional approach to ad targeting presents a challenge, as it does not seamlessly integrate with broader marketing and advertising strategies. The separation of targeting data and media limits the ability of enterprise marketers to consistently leverage their data for a strategic advantage. The reliance on public, third-party data introduces performance inconsistencies, given the rapidly changing quality of such data.

As DSPs address first-generation online targeting challenges, they encounter obstacles in tackling second-generation challenges. CMOs seeking to allocate multichannel advertising budgets demand accurate, channel-specific Return on Investment (ROI) analysis. The DSP model, in its current configuration, struggles to address these new client requirements, requiring integration with customer and prospect data infrastructure and collaboration with clients' analytics departments.

The challenges for DSPs are in multiple dimensions. There are issues pertaining to education, data utilization, media supply consistency, neutrality, transparency, closed feedback loops and strategic integration within broader marketing frameworks. Addressing these challenges is vital for the continued evolution and relevance of DSPs in the dynamic landscape of online advertising and data-driven decision-making.

4. COVID and Its Impact on Demand and Supply of Digital Service Providing Companies (DSPs)

The global outbreak of COVID-19 has triggered significant changes in various sectors, with a notable impact on education, healthcare and professional advisory services. One prominent shift is the swift adoption of distance education services in Japan, showcasing a rapid digital

transformation in the education sector. The focus is on comparing two delivery methods – recorded online courses and interactive online courses – while also highlighting recent advancements in educational technologies.

Moving to the higher education landscape in Asia, the pandemic's effects are explored through interviews with officials from nine countries. The emphasis is on changes in education delivery and university management. Notable themes include the emergence of online delivery challenges and new financial pressures, reflecting the evolving dynamics in the higher education sector.

In the world of healthcare, the transformative influence of digital health technologies on the Italian healthcare system during the pandemic is examined. The study brings to light key themes such as engagement with new actors and digitally mediated resource integration. These findings underscore the critical role technology plays in reshaping healthcare services and enhancing their effectiveness.

Shifting to the experiences of Malaysian physicians, an investigation into their perception of technology and its impact on productivity is presented. The study reveals notable changes in the relationship between technology perception, dynamic capabilities and physician productivity after the pandemic. Understanding these shifts is crucial in adapting healthcare practices to the new normal.

In the professional advisory sector, the pandemic has accelerated the digital trajectory of firms, ushering in a new normal in their operations. The study, based on interviews with legal advisers, management consultants, judges and professors, underscores how COVID-19 dismantled barriers to digital transformation. This accelerated adoption of digital technology positions professional advisory firms to navigate the complexities of a rapidly evolving digital landscape.

The challenges faced by people processing services, such as yoga studios, during the pandemic are addressed. In response to restrictions on face-to-face operations, these services have turned to digital technology, offering livestream yoga classes as an alternative. The chapter introduces a conceptual model for livestream yoga service experiences, identifying key learnings, managerial opportunities and proposing avenues for future research.

The multifaceted impacts of COVID-19 are evident across education, healthcare and professional advisory services. The common thread is the accelerated adoption of digital technologies,

transforming traditional practices and shaping a new normal in operations. Understanding these shifts is vital for stakeholders in these sectors to navigate the challenges and opportunities presented by the ongoing global pandemic.

LITERATURE REVIEW

Customer satisfaction, a complex and multifaceted concept, plays a vital role in determining the success of businesses across various industries. This chapter delves into the diverse dimensions of customer satisfaction, drawing insights from studies conducted by many known academics. By exploring these perspectives, we aim to comprehend the nuances of customer satisfaction, its link to **Dahal et al. (2023)** examine customers' perceptions of telecommunication businesses, focusing on non-financial performance measures and their impact on organizational success. Understanding how customers perceive the performance of telecommunication businesses is crucial in an era where seamless connectivity is integral to daily life.

Egge's (1995) doctoral dissertation analyzes management students' perceptions regarding customer service and organizational success. This study provides valuable insights into how future business leaders perceive the significance of customer service in achieving organizational goals.

Prohl-Schwenke and Kleinaltenkamp (2021) shed light on how business customers judge customer success management. In the industrial marketing context, understanding how businesses evaluate customer success management becomes pivotal for ensuring sustained relationships and long-term partnerships.

Sureshchandar et al. (2002) explore the relationship between management's perception of total quality service and customers' perceptions of service quality. This examination reveals the importance of aligning internal organizational perceptions with those of the customers, emphasizing the need for a customer-centric organizational culture.

Barroso Castro et al. (2004) delve into the influence of employee organizational citizenship behavior on customer loyalty. The study explores how employees' behaviors beyond their formal roles impact customer loyalty, highlighting the interconnectedness of internal organizational dynamics and external customer perceptions.

Kandampully and Suhartanto (2000) contribute to the discourse by investigating customer loyalty in the hotel industry. By focusing on the role of customer satisfaction and image, the study provides insights into the factors that contribute to sustained customer loyalty in the competitive hospitality sector.

The work of **Zeithaml et al. (1990)** on delivering quality service emphasizes the delicate balance required to meet customer perceptions and expectations. Understanding the frameworks for delivering quality service is imperative for businesses aiming to create lasting positive impressions.

Schneider et al. (1980) explore both employee and customer perceptions of service in banks. This historical perspective sheds light on how perceptions in the banking sector have evolved and highlights the impact of internal organizational culture on external customer experiences.

Namin's (2017) study revisits customers' perceptions of service quality in fast-food restaurants, providing insights into the challenges faced by the industry in meeting evolving customer expectations for speed, convenience and service quality.

As we synthesize these diverse perspectives, it becomes evident that customer satisfaction is a dynamic and multifaceted phenomenon. The evolving landscape of industries necessitates continuous adaptation to meet changing customer expectations. Businesses must not only gauge and respond to current customer perceptions but also anticipate future trends.

While the studies provide valuable insights, it's crucial to acknowledge the challenges businesses face in maintaining high levels of customer satisfaction. These challenges may include the increasing influence of social media, the demand for personalized experiences and the need for businesses to align with broader societal values.

To navigate these challenges, businesses can draw from the collective wisdom of these studies. Strategies include leveraging technology for personalized interactions, fostering a customer-centric organizational culture and actively participating in social causes to align with customer values.

The customer satisfaction is a multifaceted concept that intertwines with organizational success. By understanding the nuances presented in these studies, businesses can adopt informed strategies to enhance customer satisfaction, ensure organizational success and prepare for the dynamic future of industries. As industries continue to evolve, the integration of customer-centric practices and a proactive approach to understanding and responding to customer perceptions will be instrumental in achieving sustained success.

OBJECTIVES OF THE STUDY

The study was undertaken on the Digi-tech startups based in Delhi. Such companies are facing issues like:

1. Low Human Resource
2. Low Capital
3. Lack of policy structure to guide the organization

There were some of the many issues that the company was grappling with prior to the emergence of COVID. However, once COVID pandemic engulfed the world, the company also witnessed various setbacks. The post pandemic era although opened many avenues for the digital solutions providing companies, but the sales and marketing became different and there emerged more diverse challenges.

In order to get to the depth of some of these issues, the study was conducted over the existing clients of the digitech startups.

The objective of the study were:

1. To understand the satisfaction levels of the existing clients with respect to sales and marketing
2. To understand the factors influencing the levels of satisfaction with respect to sales and marketing
3. To identify the expectations of the clients

For the purpose of the study, survey was conducted on 100 respondents (existing, non-existing, in-the-pipeline)

Structured multiple choice questions were asked and the data analysis was done using DATATAB.

RESEARCH METHODOLOGY

Methodology: Descriptive Study

Method: Survey

Tool for Data Collection: Structured closed ended questionnaire

Tool for Data Analysis: DataTab

Statistical Tools Used:

- Simple Percentage Method
- Bar Chart / Histogram

Population:

- Existing Clients of the startups
- Previous Clients
- Potential Clients as per the sales funnel

Sampling Technique: Non-probability Sampling (Purposive Sampling)

Sample Size: 100

DATA ANALYSIS AND INTERPRETATION

Table 1

Type of Client	Frequency
Existing Client	38
Potential Client	34
Previous Client	28

Type of Client	Frequency
Total	100

A survey was conducted to assess customer satisfaction and perceptions. The data revealed that 38 clients were existing clients, 34 were potential clients (as per the sales funnel function) and 28 were previous clients who are no longer with these startups but chose to respond to the questionnaire. Together they comprised of 100 respondents.

Table 2

Number of People in Organization	
Mean	4.79
Std. Deviation	4.55
Minimum	1
Maximum	25

These companies engage with organizations ranging from a minimum of 1 to a maximum of 25 people, with a mean of 4.79 and a standard deviation of 4.55. This data indicates the diversity in organizational sizes the company interacts with, highlighting the need for adaptable strategies to cater to various scales. The data in Table 2 illustrates the spectrum of organizational sizes in the startup clientele, varying from small entities to larger organizations. The mean of 4.79 suggests that, on average, the company deals with relatively moderate-sized clients. However, the standard deviation of 4.55 indicates considerable variability, emphasizing the importance of flexibility in

addressing the diverse needs of organizations in their client base.

Table 3

Please rate the quality of Startup products/services on a scale of 1 to 5.

Mean	3.48
Std. Deviation	1.31
Minimum	1
Maximum	5

The table presents feedback on the quality of startups products/services, with respondents rating on a scale of 1 to 5. The mean score is 3.48, indicating a moderate overall satisfaction level. The standard deviation of 1.31 suggests some variability in responses, highlighting the need for targeted improvements to enhance the consistency of customer perceptions.

Table 4

How satisfied are you with the overall products/services provided by the startups Technologies Private Limited?

Mean	4.1
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**How satisfied are you with the overall products/services provided by the startups
Technologies Private Limited?**

Std. Deviation	0.8
Minimum	3
Maximum	5

Table 4 reflects the satisfaction level of respondents regarding startups overall products/services, with a mean score of 4.1 on a scale of 3 to 5. The low standard deviation of 0.8 indicates relatively consistent satisfaction among the participants. This positive mean underscores a generally high level of contentment with the comprehensive offerings of startup.

Table 5

**How satisfied are you with the communication channels and responsiveness of
Startups when addressing your queries or concerns?"**

Mean	2.89
Std. Deviation	1.22
Minimum	1

How satisfied are you with the communication channels and responsiveness of Startups when addressing your queries or concerns?"

Maximum	5
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Table 5 gauges satisfaction with Startups' communication channels and responsiveness in addressing queries or concerns, revealing a mean score of 2.89 on a scale of 1 to 5. The relatively high standard deviation of 1.22 indicates notable variability in responses. This suggests a need for improvement in communication strategies to enhance consistency and address concerns effectively, aiming for a more satisfactory experience for clients.

Table 6

How would you Rate your overall experience when interacting with Startups, considering factors such as user interface, accessibility and responsiveness?

Mean	3.93
Std. Deviation	0.82
Minimum	3
Maximum	5

Table 6 assesses the overall experience of respondents interacting with Startups, encompassing factors like user interface, accessibility and responsiveness. The mean score of 3.93, within a range of 3 to 5, indicates a generally positive experience. The low standard deviation of 0.82 suggests a

consistent and favorable perception, highlighting the company's effectiveness in delivering a satisfactory interaction with its clientele.

Table 7

To what extent do you believe that Startups' products/services have positively impacted your work or business operations?	Frequency
It has benefitted me greatly	42
It has benefitted me to some extent	35
It has benefitted me a little only	19
I am still trying to figure out the same	4
Total	100
Invalid	0
Total	100

Table 7 showcases the impact of Startups' products/services on respondents' work or business operations. The majority, 42, express significant benefits, while 35 note moderate impact. Conversely, 19 report minimal benefits and 4 are still assessing the impact. This information underscores the varied degrees of influence Startups' offerings have on clients, emphasizing the need for tailored solutions and ongoing support.

Table 8

Rate your satisfaction with the customer support services provided by Startups in addressing and resolving issues.

Mean	4.15
Std. Deviation	0.82
Minimum	3
Maximum	5

Table 8 evaluates satisfaction with Startups' customer support services in issue resolution, yielding a mean score of 4.15 on a scale of 3 to 5. The low standard deviation of 0.82 indicates consistent high satisfaction levels among respondents. This positive feedback reflects the effectiveness of Startups' customer support in addressing and resolving issues, contributing to an overall favorable client experience.

Table 9

How reliable do you find the products/services offered by Startups in terms of consistency and dependability?	Frequency
Partially Dependable	51
Slightly Dependable	40

How reliable do you find the products/services offered by Startups in terms of consistency and dependability?	Frequency
Highly dependable	9
Total	100
Invalid	0
Total	100

Table 9 assesses the perceived reliability of Startups' products/services. Respondents indicate that 51 find them partially dependable, 40 consider them slightly dependable and 9 express high dependability. This data suggests a generally positive perception of reliability, with a majority acknowledging a satisfactory level of consistency and dependability in the offerings of Startups.

Table 10

Considering the cost of Startups' products/services, do you believe you are receiving good value for your investment?	Frequency
Yes	66
No	34
Total	100

Considering the cost of Startups' products/services, do you believe you are receiving good value for your investment?	Frequency
Invalid	0
Total	100

Table 10 explores perceptions of value for investment in Startups' products/services. The majority, 66 respondents, affirm that they believe they are receiving good value, while 34 express a contrary opinion. This division indicates varying perspectives on the cost-effectiveness of Startups' offerings. It is crucial for the company to analyze and address concerns raised by the 34 respondents dissatisfied with the perceived value, as it influences customer satisfaction and overall competitiveness in the market. Strategic adjustments in pricing or enhanced communication about the value proposition may help align customer perceptions more positively.

Table 11

How likely are you to continue using Startups for your future needs or to recommend it to others?	Frequency
Less Likely	72
Highly Likely	15
Not Likely at all	13
Total	100

How likely are you to continue using Startups for your future needs or to recommend it to others?	Frequency
Invalid	0
Total	100

Table 11 reveals attitudes toward future engagement with Startups. The majority, 72 respondents, express being less likely to continue using the services or recommending them, while 15 indicate a high likelihood. Additionally, 13 respondents state they are not likely to continue or recommend. This data suggests a significant proportion of respondents may have reservations or concerns that impact their willingness to continue their association with these startups. Addressing these concerns and improving overall satisfaction could positively influence the likelihood of continued usage and recommendations.

Table 12

Is there any specific feedback or suggestions you would like to share regarding Startups that may not have been covered by the previous questions?	Frequency
Related to Value for Money	48
Related to Product Quality	42
Related to Service	10
Total	100

Is there any specific feedback or suggestions you would like to share regarding Startups that may not have been covered by the previous questions?	Frequency
Invalid	0
Total	100

Table 12 captures specific feedback and suggestions from respondents regarding Startups. The majority, 48 respondents, offer feedback related to value for money, emphasizing the importance of perceived cost-effectiveness. Additionally, 42 provide input on product quality, highlighting its significance in the customer experience. A smaller group of 10 respondents share feedback related to services. This breakdown indicates that customers predominantly focus on aspects such as value for money and product quality, underscoring the need for these startups to prioritize improvements in these areas to enhance overall customer satisfaction.

CROSS-TABLES- To compare the Clientele Perception Across different Stages / Types

Table 13

		Type of Client			
		Existing Client	Previous Client	Potential Client	Total
To what extent do you believe that Startups' products/services	It has benefitted me greatly	8	6	28	42

	Type of Client			Total
	Existing Client	Previous Client	Potential Client	
have positively impacted your work or business operations?				
It has benefitted me to some extent	28	3	4	35
It has benefitted me a little only	1	17	1	19
I am still trying to figure out the same	1	2	1	4
Total	38	28	34	100

Table 13 explores the perceived impact of Startups' products/services on different types of clients – existing, previous and potential. It reveals that a substantial number of existing clients (8) believe the products/services have greatly benefited them. However, a significant portion of potential clients (28) also expresses substantial positive impact. The table suggests that Startups' offerings are perceived positively across different client categories, indicating a potential for both retaining

existing clients and attracting new ones. This positive impact on clients' work or business operations is a key strength that can be leveraged in marketing and client retention efforts. Understanding the specific needs and experiences of each client type will be valuable in tailoring strategies to maximize satisfaction and overall positive impact.

Table 14

		Type of Client			
		Existing Client	Previous Client	Potential Client	Total
How reliable do you find the products/services offered by Startups in terms of consistency and dependability?	Highly dependable	9	0	0	9
	Partially Dependable	25	12	14	51
	Slightly Dependable	4	16	20	40
Total		38	28	34	100

Table 14 evaluates the perceived reliability of Startups' products/services across different client types – existing, previous and potential. It indicates that a notable number of existing clients (9) find the offerings highly dependable. However, a significant portion of clients across all categories

(51 in total) perceives the products/services as partially dependable. This suggests a need for such startups to address consistency and dependability concerns, especially among potential and previous clients. Enhancing reliability in the delivery of products/services will likely contribute to increased client satisfaction and loyalty, particularly among those who currently view the offerings as only partially dependable.

Table 15

		Considering the cost of Startups' products/services, do you believe you are receiving good value for your investment?		
		Yes	No	Total
Type of Client	Existing Client	18	20	38
	Previous Client	22	6	28
	Potential Client	26	8	34
Total		66	34	100

Table 15 gauges the perceived value for investment in Startups' products/services across different client types – existing, previous and potential. It shows that a majority of existing and potential clients (66 and 26, respectively) believe they are receiving good value for their investment. However, a notable portion of existing and potential clients (20 and 8, respectively) expresses dissatisfaction in this regard. Among previous clients, 6 believe they are not receiving good value.

This underscores the importance of a nuanced approach to pricing strategies and value communication tailored to the specific expectations of each client type. Addressing concerns related to perceived value is critical for client retention and satisfaction.

Table 16

		Type of Client			
		Existing Client	Previous Client	Potential Client	Total
How likely are you to continue using Startups for your future needs or to recommend it to others?	Highly Likely	1	0	14	15
	Less Likely	37	20	15	72
	Not Likely at all	0	8	5	13
Total		38	28	34	100

Table 16 explores the likelihood of continued usage and recommendations for Startups across different client types – existing, previous and potential. It indicates that a considerable number of existing clients (37) are less likely to continue using the services of these startups, while only one is highly likely. Among potential clients, 15 are highly likely to continue or recommend,

suggesting a positive inclination. However, the majority of clients across all categories (72 in total) express being less likely to continue using the services. This highlights a challenge for these startups in retaining clients and strategic efforts may be required to address factors contributing to this reduced likelihood. Understanding and addressing the concerns expressed by clients who are less likely to continue is crucial for client retention and fostering positive word-of-mouth recommendations.

Table 17

		Type of Client			
		Existing Client	Previous Client	Potential Client	Total
Is there any specific feedback or suggestions you would like to share regarding Startups that may not have been covered by the previous questions?	Related to Product Quality	10	12	20	42
	Related to Service	10	0	0	10
	Related to Value for Money	18	16	14	48

Type of Client				
	Existing Client	Previous Client	Potential Client	Total
Total	38	28	34	100

Table 17 captures specific feedback and suggestions from different client types – existing, previous and potential – regarding Startups. It reveals that a significant number of clients across all categories (42 in total) provide feedback related to product quality, indicating a collective concern or interest in this aspect. Additionally, value for money is a common theme, with 48 clients expressing feedback in this category. Existing clients also share feedback related to service (10), suggesting a need for attention in this area. These findings underscore the importance of addressing product quality, service and value for money concerns to enhance overall client satisfaction and meet their diverse expectations.

Table 18

		Frequency	Mean	Std. Deviation	Minimum	Maximum
How satisfied are you with the overall products/services provided by Startups Private Limited?	Existing Client	38	4.21	0.78	3	5

	Frequency	Mean	Std. Deviation	Minimum	Maximum
Potential Client	34	4.06	0.81	3	5
Previous Client	28	4	0.82	3	5

Table 18 measures the satisfaction levels with the overall products/services offered by Startups among different client types – existing, potential and previous. The mean satisfaction scores indicate that all three client categories generally express high levels of satisfaction. Existing clients have the highest mean score of 4.21, followed closely by potential clients with a mean score of 4.06 and previous clients with a mean score of 4. The narrow standard deviation values across all categories suggest a relatively consistent level of satisfaction within each group. The findings imply that Startups has been successful in maintaining a high standard of satisfaction across its diverse client base.

FINDINGS AND SUGGESTIONS

Findings

The comprehensive analysis of the survey findings for Startups Private Limited provides valuable insights into various aspects of customer satisfaction and perceptions. The clientele of these startups are diverse, comprising existing, potential and previous clients, reflecting a broad engagement spectrum. This diversity underscores the importance of tailoring strategies to cater to the distinct needs and expectations of these different client categories.

The organizational size with which these startups interact, exhibits notable variability, ranging from small entities with just one person to larger organizations with up to 25 individuals. This variability emphasizes the need for the company to adopt flexible and adaptable approaches to

accommodate the diverse scales of its clients. Understanding and addressing the unique challenges and requirements associated with different organizational sizes will contribute to fostering stronger and more enduring relationships with clients.

Feedback on the quality of Startups' products and services reveals a moderate satisfaction level among respondents. This suggests that while the offerings meet certain expectations, there is room for improvement to enhance overall satisfaction. It is essential for such startups to delve deeper into specific aspects of product and service quality to identify areas for refinement. This may involve addressing any identified shortcomings in features, performance, or user experience.

The overall satisfaction with Startups' products and services, as indicated by respondents, is relatively high. This positive sentiment suggests that, on the whole, clients find value in the comprehensive suite of offerings provided by the company. This positive perception can be leveraged for further growth and market positioning. However, understanding the specific elements that contribute to this overall satisfaction will be crucial for sustaining and building upon these positive sentiments.

In contrast, satisfaction with communication channels and responsiveness appears to be moderate, indicating a potential area for improvement. Enhancing communication strategies and responsiveness will likely lead to increased satisfaction among clients. Clear and timely communication is essential for fostering positive client relationships, ensuring that queries and concerns are addressed effectively and maintaining transparency in all interactions.

The overall experience of clients when interacting with such startups is positive, encompassing factors such as user interface, accessibility and responsiveness. This favorable experience is a significant asset for the company, contributing to a positive brand image. Such startups should continue to prioritize and invest in optimizing these aspects to ensure a seamless and gratifying user experience for all clients.

While respondents generally acknowledge the positive impact of Startups' products and services on their work or business operations, there is a nuanced perception of reliability. A substantial number of respondents consider the products/services partially dependable. This finding indicates an opportunity for such startups to enhance the consistency and reliability of its offerings to align more closely with client expectations. The satisfaction with customer support services is notably

high, reflecting positively on Startups' commitment to addressing and resolving issues. This indicates that the support infrastructure is effective in providing assistance when needed, contributing to overall client satisfaction. The perceived value for investment in Startups' products and services is divided, with a portion of respondents expressing dissatisfaction. This calls for a comprehensive evaluation of the pricing strategy and communication of the value proposition. Addressing these concerns will be crucial in retaining existing clients and attracting new ones.

The likelihood of continued usage or recommendations presents a challenge, with a significant number of respondents expressing less likelihood. Identifying the specific reasons behind this sentiment and implementing targeted strategies to address concerns will be instrumental in retaining clients and fostering positive word-of-mouth recommendations.

One major key finding is the inconsistency in results across the types of clients. It shows less efforts are being put to ensure a more consistent perception across the clientele.

Suggestions

Based on the findings, some suggestions are as follows:

1. Tailor Communication Strategies

Implement personalized communication strategies for each client type (existing, potential, previous) to address specific needs and concerns effectively. This could involve targeted newsletters, updates and support channels.

2. Enhance Product Consistency

Address concerns related to product/service consistency and dependability, as highlighted by clients. Invest in quality assurance processes to ensure a reliable and uniform user experience across all offerings.

3. Refine Pricing Strategies

Evaluate pricing strategies to address concerns about value for money. Consider flexible pricing models, promotions, or bundling options to provide tangible value and align with the perceived worth of the products/services.

4. Strengthen Customer Support

Further strengthen customer support services, building on the positive feedback received. Ensure quick and efficient issue resolution and provide additional resources such as FAQs and tutorials to empower clients in resolving common queries independently.

5. Collect Comprehensive Feedback

Expand the scope of feedback collection to gather insights on specific aspects such as product quality, service and value for money. Use this information for targeted improvements and to align future developments with client expectations.

6. Client Appreciation Programs

Implement client appreciation programs to recognize and reward loyalty. This could involve exclusive discounts, early access to new features, or special events to show gratitude and strengthen the bond with existing clients.

7. Regular Client Surveys

Conduct regular surveys with a focus on diverse client segments to continuously assess satisfaction levels and gather nuanced feedback. This iterative process will allow the startups to adapt swiftly to changing client expectations.

8. Educational Resources

Provide comprehensive educational resources, such as tutorials, webinars and knowledge bases, to empower clients in maximizing the utility of products/services. This can enhance their overall experience and satisfaction.

9. Strategic Pricing Transparency

Clearly communicate the value proposition of products/services to address concerns related to value for money. Transparency in pricing structures and showcasing the unique benefits of Startups' offerings will strengthen client confidence.

10. Proactive Issue Prevention

Anticipate and address potential issues before they become concerns for clients. Implement

proactive measures such as regular updates, preventive maintenance and timely communication to ensure a smooth and trouble-free experience for clients.

By implementing these suggestions, Startups can foster better customer relations, ensuring high levels of satisfaction, loyalty and positive word-of-mouth recommendations in a competitive market landscape.

LEARNINGS

- Prepare strategies to diverse client segments, addressing their unique needs and concerns.
- Implement responsive and clear communication channels to enhance client engagement and satisfaction.
- Establish a dynamic feedback loop through regular surveys to understand evolving client expectations.
- Prioritize product consistency and dependability through rigorous quality assurance processes.
- Strengthen customer support services for efficient issue resolution, ensuring a positive client experience.
- Regularly evaluate pricing strategies to align with perceived value, offering competitive yet justified rates.
- Implement client appreciation programs to acknowledge and reward loyal clients, fostering long-term relationships.
- Transparently communicate the value proposition, addressing concerns related to value for money.
- Proactively identify and resolve potential issues before they become client concerns, minimizing disruptions.
- Actively learn from negative feedback to drive continuous improvement, demonstrating commitment to client satisfaction.
- Tailor solutions to accommodate a varied range of organizational sizes, recognizing their unique operational needs.
- Deepen understanding of how products/services impact clients' work/business operations to refine and enhance offerings.

- Adopt an agile approach to continuously improve service offerings based on real-time client feedback and evolving market dynamics.
- Share transparent roadmaps for product development, keeping clients informed about upcoming features and improvements.
- Provide comprehensive educational resources to empower clients, ensuring they maximize the utility of products/services.
- Integrate social responsibility initiatives into business practices, resonating positively with socially conscious clients.
- Explore strategic partnerships that align with client needs, expanding the range and depth of offerings.
- Leverage predictive analytics to anticipate client needs, offering proactive solutions and personalized experiences.
- Infuse empathy into customer support interactions, creating a supportive environment for issue resolution.
- Foster cross-functional collaboration within the company to ensure a cohesive and unified approach to client satisfaction.

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