A Study Customer Satisfaction on Creating Demat Account of Zebu Shares and Wealth Management

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Abstract

In the fast-paced world of financial services, the transformation from share certificates to online trading platforms has changed the investment experience. This paper examines customer satisfaction regarding the use of Demat and trading accounts at Zebu Shares and Wealth Management. Through an analysis of client expectations, assessment of service quality, and feedback, the research presents practical recommendations that can assist financial institutions in sharpening their services and providing investors with more value.

1. Introduction

As technology-based solutions increased, online trading platforms emerged as a major means of financial transactions in India. Demat accounts, through which securities can be stored electronically, are at the center of this revolution. For companies such as Zebu Shares and Wealth Management, satisfaction with such services by customers is key to gaining competitive edge and building long-term loyalty.

This research was conducted to determine how customers view the quality of service provided by Zebu, determine pain points in the trading experience, and provide suggestions to increase satisfaction.

Zebu, established in 2013, has been providing strong solutions in stockbroking, commodities, mutual funds, and portfolio management. With increasing digital adoption, Zebu's focus on service excellence is imperative in attracting and retaining a technology-savvy customer base.

2. Objectives of the Study

- To explore how content the users are with Zebu's Demat/trading account services.

- To comprehend Zebu's clientele expectations and perceptions.

- To determine technical or operational challenges that influence customer experience.

- To assess how service quality contributes to customer loyalty and retention.

- To provide recommendations based on feedback gathered.

3. Research Methodology

The study employed a descriptive research design based on primary and secondary data. The primary data were obtained through a scheduled questionnaire from Zebu trading platform users. A sample size of 150 respondents was selected employing a simple random sampling technique.

The survey was split into two parts: the first recording personal information (age, gender, education), and the second recording trading behavior and satisfaction measures. Statistical methods like percentage analysis and bar charts were employed for interpretation.

4 Review of Literature

- **OLIVER (1993)** has proposed that clients required involvement with the product or service to decide how fulfilled they were with it, while quality can be seen without real utilization

- **YEH ET. AL. (2007**) investigated that the Taiwanese semiconductor Industry actualizes successfully the venture asset arranging (ERP) to enhance benefit quality by assessing expected and saw benefit quality for both the upstream producers and the downstream clients through poll overview.

- **NGUYEN (2006)** tried a model on the connections between the administration quality, the consumer loyalty and the steadfastness in stores in the HCMC and found that retail benefit quality makes out of five measurements: products arrangement, work force, appearance, physical viewpoints and security.

5 LIMITATION OF THE STUDY

✓ Selected Investment Option is only Online Trading.

✓ Availability of data.

✓ Time Constraints.

✓ Sample chose may not cover whole population, as sample size is small in extent to populace because of time and cost imperatives.

✓ Respondents may have felt wavering in giving data related to their age, pay and so forth. Along these lines, there can be a few information that may sketchy on account of unwillingness of respondents to give right data.

✓ Even a significant number of the respondents may give wrong feedback

6. Key Findings and Analysis

Demographics and Platform Usage

- Age: Most (81.7%) of the users were between 20-30 years, reflecting that Zebu serves a large proportion of a younger age group.

- Gender: 65% of the respondents were male, and 35% were female.

- Education: 73% were undergraduates, with a lesser percentage holding postgraduate or diploma qualifications.

- Experience: 75% of the respondents had less than five years of trading experience, indicative of a user base still constructing their investment path.

Trading Habits and Preferences

- Platform Preference: 72% of the respondents made trades through mobile, indicating a strong preference for convenience and ease of access.

- Investment Type: 48% favored long-term investment, followed by intraday (21.2%), SIPs (18.3%), and mutual funds (12.5%).

Customer Service Feedback

- Customer Support Satisfaction: 49% were highly satisfied, and 45.2% were moderately satisfied.

- Employee Interaction: 63.5% found employee interaction to be friendly.

- Issue Resolution Time: 40.4% had their issues resolved within an hour; just 5.8% faced significant delays.

Pain Points and Concerns

- Support Accessibility: 22.1% reported calls that weren't answered; 23.1% of respondents believed no appropriate response existed.

- Application Issues: No issues were reported by 46.2%, yet network- and bug-based issues were encountered by more than 40% in total.

- Disappointment Factor: 42.4% had once felt disappointed when investing via Zebu, suggesting potential to enhance user experience and build confidence.

7 SCOPE FOR THE STUDY

The research on an investigation of investor's inclination towards online trading in ZEBU knows the mentality, mindfulness and satisfaction of the investors. In view of the data speculation specialists can complete further research on particular issue. The examination proposal through report will help them to enhance their administrations. Numerous administrations will be attempted to draw in new speculators. This examination gives esteem included administrations and keeps up sound financial specialist relationship.

8. Improvement Suggestions

1. Clear Communication: Zebu should ensure clients remain well-informed regarding all fees, changes, and platform updates through timely notifications and transparent documentation.

2. Improved Mobile Experience: Spending on frequent app updates, bug fixes, and responsive design can go a long way in enhancing the mobile trading experience.

3. Improve Customer Support: Multichannel support (WhatsApp, chat, social media) must be prioritized. Improving resolution time and better ticketing systems will also contribute.

4. Security and Data Privacy: As cyber threats rise, Zebu needs to ensure strong security measures and inform users about best practices.

5. Learning Resources: Offering webinars, research information, and investing tools can inform users and boost platform usage.

6. Tailored Services: AI-based personalization, like personalized alerts, market suggestions, and trading overviews, can greatly enhance client retention.

9. Conclusion

Customer satisfaction with trading and Demat accounts is a determining driver of the growth of any financial service company. Zebu Wealth Management and Shares has established a good base, but continued innovation, transparency, and customer- friendly policies will be the drivers to continue its growth story.

The results indicate that though Zebu is good in responsiveness and usability, technical reliability improvements, issue solving, and customer support communication can also increase customer satisfaction further.

In a future with more digital financial services, companies such as Zebu need to closely follow customer expectations to succeed. This research offers a precious roadmap for comprehension on what investors today care most about-and how to serve it up repeatedly.

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