

# A study on Customer Feedback and Its Impact on Service Improvement at Pragyan Child Development Centre

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## ABSTRACT

Customer feedback plays a crucial role in the continuous improvement of service quality, especially in healthcare and child development centers. This study focuses on analyzing customer feedback at Pragyan Child Development Centre (CDC), Bengaluru, to assess satisfaction levels and identify key areas for service enhancement. The research aims to understand how parents and guardians perceive the services provided by Pragyan CDC, including aspects such as therapy effectiveness, staff expertise, appointment scheduling, and communication. A structured survey was conducted using a Google Form questionnaire, collecting responses from parents who have availed the center's services. The collected data was analyzed using Chi-Square Test, a statistical tool that helps determine the relationship between customer satisfaction and various service factors. Findings from the study reveal crucial insights into areas where Pragyan CDC excels and aspects requiring improvement. Common challenges such as long waiting times, communication gaps, and the need for more personalized therapy plans were identified. Based on the feedback analysis, recommendations were made to streamline operations, enhance customer engagement, and improve overall service quality. This research emphasizes the significance of customer feedback in shaping service strategies and highlights its impact on customer retention and organizational growth. By implementing the suggested improvements, Pragyan CDC can enhance its reputation, increase patient satisfaction, and drive long term service excellence.

## INTRODUCTION

In service-oriented sectors such as healthcare and child development, the quality of service delivery directly affects the lives and experiences of clients. Unlike product-based industries, service organizations must consistently interact with their customers to understand their needs, expectations, and satisfaction levels. One of the most effective ways to assess and enhance service quality is through customer feedback. It serves as a mirror that reflects both the strengths and the shortcomings of the organization and offers valuable insights for continuous improvement.

Pragyan Child Development Centre (CDC), Bengaluru, is a specialized center that provides a range of services including speech therapy, occupational therapy, behavior therapy, and developmental assessments for children with special needs. These services are highly sensitive in nature, and their effectiveness depends not only on professional expertise but also on the trust, comfort, and satisfaction of the parents and guardians who bring their children to the center. In such a setting, understanding customer perspectives becomes essential for delivering meaningful and personalized care.

This project aims to explore how customer feedback can be systematically collected, analyzed, and used to drive service improvement at Pragyan CDC. With rising expectations from parents and increased competition in the child development sector, it is no longer sufficient to offer standard services.

Organizations must evolve based on customer input, identify pain points, and proactively address them to maintain relevance, quality, and customer loyalty.

The need for this study arose from the observation during the internship that, while the technical quality of therapy was strong, there were concerns in areas such as field marketing, scheduling, follow-ups, and customer communication. Moreover, the organization lacked a structured system for regularly collecting and analyzing feedback. By addressing this gap, this study focuses on giving a voice to the customers and using that voice to enhance operational efficiency, customer satisfaction, and long-term trust.

Through this project, feedback is collected from parents and guardians using a structured Google Form survey. The feedback includes key aspects such as how customers came to know about the center, their satisfaction with services, areas of concern, and suggestions for improvement. Using statistical tools like the Chi-Square Test, the collected data is analyzed to draw meaningful relationships between various factors affecting customer satisfaction.

The study ultimately provides actionable recommendations for Pragyan CDC—ranging from improving appointment systems, enhancing communication, increasing field outreach, to offering more personalized services. It demonstrates how data-driven decision-making, fueled by real customer voices, can significantly contribute to the growth and credibility of an organization.

In conclusion, this project underlines the importance of customer feedback not as a formality, but as a strategic tool for service excellence. For Pragyan CDC, this study opens up a pathway to align its service delivery more closely with client expectations and to strengthen its position as a trusted center for child development in Bengaluru.

## **OBJECTIVES FOR THE STUDY**

### **Primary objectives:**

1. A study on Customer Feedback and Its Impact on Service Improvement at Pragyan Child Development Centre.

### **Secondary objectives:**

1. To evaluate customer satisfaction with the services provided at Pragyan CDC.
2. To identify key challenges faced by parents and guardians regarding service experience.
3. To analyze customer feedback to improve service quality and operational efficiency.
4. To provide actionable recommendations for enhancing customer satisfaction and retention.

## **REVIEW OF LITERATURE**

### **1. Introduction to the Review of Literature**

The review of literature provides an in-depth analysis of previous studies and theoretical frameworks relevant to customer feedback, customer satisfaction, and service improvement. Organizations across industries rely on customer feedback to refine services, enhance customer experience, and maintain a competitive edge.

For Pragyan Child Development Centre (CDC), Bengaluru, customer feedback is particularly crucial as it provides insights into the expectations, concerns, and satisfaction levels of parents and caregivers of children undergoing therapy. By analyzing literature on service quality, feedback systems, and healthcare service improvements, this review establishes the foundation for the study.

The literature review is categorized into the following key areas:

- Concept of Customer Feedback & Satisfaction
- Role of Customer Feedback in Healthcare & Therapy Services
- Service Quality Measurement Models & Theories
- Impact of Feedback on Service Improvement
- Customer Satisfaction in Child Development Centers & Therapy Services
- Gaps in Existing Research & the Need for the Present Study

## **2. Concept of Customer Feedback & Satisfaction**

### **A. Defining Customer Feedback & Its Importance**

- Kotler & Keller (2015) define customer feedback as a structured method of collecting customer insights to enhance services and products. Feedback serves as a diagnostic tool that helps businesses identify gaps between expected and actual service delivery.
- Parasuraman, Zeithaml, and Berry (1988) introduced the SERVQUAL model, which states that customer feedback plays a critical role in evaluating service quality across five dimensions:
  - Tangibles (Physical facilities, equipment, and staff appearance)
  - Reliability (Ability to perform the promised service dependably and accurately)
  - Responsiveness (Willingness to assist customers and provide prompt service)
  - Assurance (Knowledge and courtesy of employees and their ability to inspire trust)
  - Empathy (Providing personalized attention to customers)
- Oliver (1997) introduced the Expectation-Disconfirmation Theory, which explains that customer satisfaction depends on whether actual service performance meets, exceeds, or falls below customer expectations.
- Reichheld (2003) developed the Net Promoter Score (NPS), which categorizes customers into:
  - Promoters (highly satisfied customers who refer others)
  - Passives (neutral customers)
  - Detractors (dissatisfied customers who may damage brand reputation)

## **3. Role of Customer Feedback in Healthcare & Therapy Services**

### **A. Patient-Centered Care & Feedback Collection**

- Donabedian (1988) proposed the Structure-Process-Outcome Model for evaluating healthcare quality based on:
  - Structure (staff qualifications, infrastructure, and resources)
  - Process (interaction between healthcare providers and patients)
  - Outcome (patient satisfaction and therapy success)
- Doyle, Lennox, & Bell (2013) emphasized that patient feedback enhances healthcare delivery and leads to better patient retention.
- WHO (2016) highlighted that continuous patient feedback improves treatment efficacy, trust, and compliance with medical recommendations.

#### **4. Service Quality Measurement Models & Theories**

##### **A. SERVQUAL Model (Parasuraman, Zeithaml & Berry, 1988)**

- Measures perceived service quality based on the gap between customer expectations and actual service experience.
- The model is widely used in healthcare and therapy centers to analyze service gaps and improvement areas.

##### **B. Kano Model (Kano, 1984)**

- **Classifies service attributes into three categories:**
  - Basic Needs (Essential factors like therapist qualifications, hygiene, and appointment availability)
  - Performance Needs (Factors that improve satisfaction, such as detailed progress reports and personalized therapy plans)
  - Delight Needs (Unexpected features that exceed expectations, like specialized training sessions for parents)

##### **C. Net Promoter Score (NPS) – Reichheld (2003)**

- Measures customer loyalty based on a single question:  
*"How likely are you to recommend our services to others?"*

#### **5. Impact of Customer Feedback on Service Improvement**

##### **A. Enhancing Service Efficiency Through Feedback**

- Hickson et al. (2002) found that continuous feedback collection leads to better healthcare outcomes and reduced complaints.
- Morgan & Hunt (1994) argue that feedback strengthens trust and relationships between service providers and customers.

##### **B. Implementing Feedback-Driven Changes**

- Harvard Business Review (2019) reported that companies implementing feedback- driven service improvements experienced a 25% increase in customer retention rates.
- Bitner, Booms, & Mohr (1994) suggested that structured feedback mechanisms help organizations make strategic improvements.

## **6. Customer Satisfaction in Child Development Centers & Therapy Services**

### **A. Importance of Parent Feedback in Child Therapy Services**

- Pless & Pinkerton (1975) found that parental satisfaction significantly impacts therapy success.
- Krauss & Seltzer (1993) suggest that parent involvement in therapy decision-making improves service effectiveness.

### **B. Expectations of Parents from Child Therapy Centers**

- Brassart & Lepage (2016) conducted a study on parental expectations in therapy services and found that:
- 78% of parents expect customized treatment plans.
- 65% value regular progress reports.
- 54% emphasize the importance of therapist-parent communication.

### **C. Importance of Continuous Service Improvement**

- Shonkoff & Phillips (2000) emphasized that customer feedback is critical for improving therapy methodologies and staff training.

## **7. Gaps in Existing Research & the Need for the Present Study**

- Most studies focus on customer satisfaction in general healthcare, but there is limited research on feedback mechanisms in child development centers.
- Existing studies highlight the importance of feedback but do not provide a structured implementation strategy.
- There is a research gap in understanding how structured feedback collection can directly improve therapy outcomes.

This study aims to bridge these gaps by analyzing how customer feedback can be used to enhance service quality at Pragyan CDC.

## **8. Conclusion**

The review of literature establishes that customer feedback is essential for improving service quality in healthcare and therapy services. The findings suggest that Pragyan CDC must develop structured feedback mechanisms to:

- Measure customer satisfaction
- Identify service gaps
- Implement data-driven improvements

By leveraging existing models and frameworks, this study will provide practical recommendations for service improvement based on real customer insights.

## **RESEARCH METHODOLOGY**

Research methodology refers to the systematic process used to conduct research, including data collection, analysis, and interpretation. It provides a structured approach to ensure the study's accuracy, reliability and validity.

### **RESEARCH DESIGN**

A descriptive research design is adopted for this study. Descriptive research helps in understanding:

- Customer satisfaction levels
- Service quality gaps
- Key areas for improvement based on customer feedback

Since customer feedback is quantifiable and measurable, the research will follow a structured survey-based approach to collect insights from parents and caregivers at Pragyan CDC.

### **SOURCE OF DATA**

#### **A. Primary Data**

Primary data is collected directly from customers (parents & caregivers) through structured questionnaires. The data focuses on:

- Customer satisfaction levels
- Aspects of service they value the most
- Suggestions for service improvement

#### **B. Secondary Data**

Secondary data is gathered from existing research papers, journal articles, company reports, and industry publications. This helps in:

- Understanding past research on customer feedback in healthcare
- Comparing customer satisfaction trends in therapy centers
- Analyzing global best practices for service improvement

## **DATA ANALYSIS AND INTERPRETATION**

### **CHI-SQUARE TESTS**

1) Q3: Type of Therapy Received Q8: Future Usage Intent

**Crosstabs**
**Notes**

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**Case Processing Summary**
**Cases**

Valid		Missing		Total	
N	Percent	N	Percent	N	Percent

VAR00009 * VAR00010	120	100.0%	0	0.0%	120	100.0%
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#### VAR00009 \* VAR00010 Crosstabulation

Count

VAR00010

Likely			Neutral	Unlikely	Very Likely	Very Unlikely
VAR00009	Child-friendly environment	14	10	0	6	1
	Customer support	5	7	3	2	1
	Expertise of staff	0	3	0	10	0
	Other	3	2	2	1	1
	Quality of therapy sessions	13	23	5	8	0
Total		35	45	10	27	3

#### Chi-Square Tests

Value		Df	Asymptotic Significance
Pearson Chi-Square	41.423 <sup>a</sup>	16	.000
Likelihood Ratio	41.523	16	.000
N of Valid Cases	120		

a. 17 cells (68.0%) expf < 5. Min exp = .23...

#### Hypothesis

##### • Null Hypothesis (H<sub>0</sub>):

There is **no significant association** between the type of service valued by the customer (e.g., quality of therapy, customer support) and their intent to continue using services in the future.

##### • Alternative Hypothesis (H<sub>1</sub>):

There is a **significant association** between the type of service valued and the likelihood of continuing to use services at Pragyan CDC.

#### Interpretation

- The **p-value is 0.000**, which is **less than the significance level of 0.05**.
- Therefore, we **reject the null hypothesis**.
- This result shows a **statistically significant association** between the **aspect of service most valued by parents** (such as quality of therapy, customer support, etc.) and their **likelihood to continue using services at Pragyan CDC**.



- In simple terms, what parents value most is **closely linked to whether they will stay loyal** to the service.
- Inference**The results support the alternative hypothesis, confirming that customers' future usage intent is influenced by the specific aspect of service they value most.
- For example:
    - Those who valued **quality of therapy sessions** showed more variation in responses, including neutral and likely. Those who valued **expertise of staff** leaned heavily toward —very likely— to continue.
  - This insight allows Pragyani CDC to:
    - **Identify which service areas drive long-term engagement.**
    - Focus improvements on areas like **quality of therapy and therapist expertise.**
    - **Personalize client communication and services** based on what each family values most.

## 2) CHI-SQUARE TEST

### CrosstabsNotes

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Cells Available

524245

## Case Processing Summary

Cases

Valid

Missing

Total

N

Percent

N

Percent

N

Percent

VAR00011 * VAR00012	121	100.0%	0	0.0%	121	100.0%
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## VAR00011 \* VAR00012 Crosstabulation

Count

VAR00012

Difficult

Easy

Neutral

Very easy

Total

VAR00011	0	1	0	0	1
Dissatisfied	2	3	2	3	10
Neutral	3	19	22	19	63
Satisfied	2	13	11	10	36
Very Dissatisfied	1	1	0	0	2
Very satisfied	0	4	1	4	9
Total	8	41	36	36	121

## Chi-Square Tests

Value		Df	Asymptotic Significance
Pearson Chi-Square	15.982 <sup>a</sup>	15	.383
Likelihood Ratio	13.899	15	.533
N of Valid Cases	121		

a. 18 cells (75.0%) expf < 5. Min exp = .07...

## Hypothesis

- **Null Hypothesis ( $H_0$ ):**

There is **no significant association** between overall customer satisfaction and ease of appointment booking at Pragyan CDC.

- **Alternative Hypothesis ( $H_1$ ):**

There is **a significant association** between customer satisfaction and ease of appointment booking.

## Interpretation

- The **p-value for the Pearson Chi-Square is 0.383**, which is **greater than 0.05**.
- Therefore, we **fail to reject the null hypothesis**.
- This means there is **no statistically significant relationship** between how easy a customer finds the appointment booking process and their overall satisfaction with the services.

## Inference

- The results suggest that **customer satisfaction is not strongly dependent on the ease of booking appointments**.
- While the appointment process is a part of the service journey, **clients may base their satisfaction more on the actual therapy quality, therapist interaction, or child development outcomes**.
- This means that while maintaining a smooth booking system is important, **improving core services like therapy sessions, personalization, and progress communication may have a greater impact on satisfaction**.
- Pragyan CDC can continue to keep the booking process efficient but should focus more on the **quality and emotional impact of services** to boost overall satisfaction.

## 3) CHI-SQUARE TEST

### Crosstabs

#### Notes

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	Cells Available	524245

## Case Processing Summary

### Cases

Valid			Missing		Total	
	N	Percent	N	Percent	N	Percent
VAR00013 * VAR00014	120	100.0%	0	0.0%	120	100.0%

## VAR00013 \* VAR00014 Crosstabulation

CountVAR00014

Moderate improvement			No noticeable improvement	Not sure	Significant improvement	Slight improvement
VAR00013	3 – 6 months	11	8	1	6	26
	6 months – 1 year	9	4	2	1	9
	Less than 3 months	10	4	1	4	15

More than 1 year	2	0	1	2	4
Total	32	16	5	13	54

## Chi-Square Tests

Value		Df	Asymptotic Significance
Pearson Chi-Square	8.758 <sup>a</sup>	12	.723
Likelihood Ratio	9.678	12	.644
N of Valid Cases	120		

a. 12 cells (60.0%) expf < 5. Min exp = .38...

## Hypothesis

### Null Hypothesis (H<sub>0</sub>):

There is **no significant association** between the duration of using services and the perceived improvement in the child's development.

### Alternative Hypothesis (H<sub>1</sub>):

There is a **significant association** between how long a child has received therapy and the perceived improvement in development.

## Interpretation

- The **p-value of 0.723** is **much greater than 0.05**, so we **fail to reject the null hypothesis**.
- This indicates that there is **no statistically significant relationship** between how long a child has been attending Pragyan CDC and the parent's perception of improvement in the child's development.

## Inference

- The analysis suggests that **perceived improvement is not strongly linked to the duration** of therapy.
- Parents who observed slight or moderate improvement were spread across **all duration categories**, including those who were new to the center.
- This implies that:
  - Other factors** such as therapy quality, communication with therapists, and child-specific conditions may influence perceived improvement more than duration.
  - Pragyan CDC should **focus on customizing therapy and regularly updating parents**, regardless of how long the child has been enrolled.
  - Introducing **progress tracking tools or visible goal-setting** might improve how improvement is perceived over time.

## CORRELATION

#### 4) Satisfaction vs Future Usage Question 2 and 8

##### Correlations

VAR00014			VAR00015
VAR00014	Pearson Correlation	1	.236**
	Significance(2-tailed)		.010
	N	120	120
VAR00015	Pearson Correlation	.236**	1
	Significance(2-tailed)	.010	
	N	120	120

\*\*, Correlation at 0.01(2-tailed):...

##### Hypotheses

- Null Hypothesis ( $H_0$ ):**

There is **no significant correlation** between customer satisfaction and their likelihood of continuing to use services at Pragyan CDC.

- Alternative Hypothesis ( $H_1$ ):**

There is **a significant correlation** between customer satisfaction and the likelihood of future service usage.

##### Interpretation

- The Pearson Correlation value of **0.236** indicates a **positive but weak correlation** between satisfaction and future usage intent.
- The **p-value is 0.010**, which is **less than 0.05**, meaning the result is **statistically significant**.
- Therefore, we **reject the null hypothesis ( $H_0$ )** and **accept the alternative hypothesis ( $H_1$ )**.
- This means that **higher satisfaction levels are associated with a greater likelihood of customers continuing services** at Pragyan CDC.

##### Inference

- Even though the correlation is not very strong, it is statistically significant — implying that **satisfaction does influence loyalty and retention**.
- This suggests that **improving customer satisfaction** through better service quality, communication, and personalization will **positively impact customer retention**.
- Pragyan CDC can use this insight to prioritize client experience, track satisfaction levels regularly, and proactively address areas of concern to **strengthen long-term relationships with parents**.

#### 5) Communication vs Satisfaction Question 6 and 2

##### Correlations

VAR00017	VAR00018
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VAR00017	Pearson Correlation	1	.244**
	Significance(2-tailed)		.007
	N	120	120
VAR00018	Pearson Correlation	.244**	1
	Significance(2-tailed)	.007	
	N	120	120

\*\*. Correlation at 0.01(2-tailed):...

### Hypotheses

- H<sub>0</sub> (Null Hypothesis):**

There is **no significant correlation** between communication and customer satisfaction at Pragyan CDC.

- H<sub>1</sub> (Alternative Hypothesis):**

There is **a significant correlation** between communication and customer satisfaction at Pragyan CDC.

### Interpretation

- The **Pearson correlation coefficient** ( $r = 0.244$ ) indicates a **positive, moderate correlation** between communication and satisfaction.
- The **p-value is 0.007**, which is **less than 0.05**, meaning the correlation is **statistically significant**.
- Therefore, we **reject the null hypothesis (H<sub>0</sub>)** and accept the **alternative hypothesis (H<sub>1</sub>)**.
- This confirms that **as communication and follow-up improve, customer satisfaction also increases**.

### Inference

- The results indicate that **effective communication and follow-up significantly influence overall customer satisfaction**.
- Parents who receive timely updates, regular feedback, and clear communication are more likely to report a **positive service experience**.
- Pragyan CDC should:
  - Continue to strengthen communication practices across staff and therapists.
  - Offer consistent updates to parents about therapy schedules and progress.
  - Ensure clear channels (like WhatsApp or calls) for support and coordination.
- Enhancing communication will not only **boost satisfaction but also contribute to stronger client trust and long-term engagement**.

6) Development Improvement vs Future Usage Question 12 and 8

### Correlations

VAR00019			VAR00020
VAR00019	Pearson Correlation	1	.025
	Significance(2-tailed)		.786
	N	120	120

00020	VARPearson Correlation	.025	1
	Significance(2-tailed)	.786	
	N	120	120

## HYPOTHESIS

- **Null Hypothesis ( $H_0$ ):** There is **no significant correlation** between perceived improvement in the child's development and the likelihood of continuing to use services.
- **Alternative Hypothesis ( $H_1$ ):** There is **a significant correlation** between perceived improvement in the child's development and the likelihood of future usage.

### Interpretation:

- The Pearson correlation value is **0.025**, which is **very close to zero**, indicating **no meaningful relationship**.
- The **p-value = 0.786**, which is **much greater than 0.05**, so the result is **not statistically significant**.
- Therefore, we **fail to reject the null hypothesis ( $H_0$ )**.

### Inference:

- The data shows that **parents' likelihood of continuing services is not significantly influenced by how much improvement they perceive in their child's development**.
- This suggests that other factors—such as staff behavior, emotional support, environment, or convenience—may be **playing a bigger role in driving service continuity**.
- Pragyan CDC should consider:
  - **Understanding what motivates continued service usage**, even when perceived improvement is low.
  - **Improving communication** around developmental progress to better align expectations with outcomes.
  - Exploring more **personalized updates and involvement strategies** to connect results with parental satisfaction and loyalty.

## SUGGESTIONS

### 1. Enhance Customer Support Accessibility

The most frequently cited challenge was difficulty in reaching customer support. Pragyan CDC can address this by:

- Introducing a **dedicated helpline number** with extended availability.
- Implementing **WhatsApp-based customer support** for quicker and more informal communication.
- Setting up a **parent response system** that guarantees replies or callbacks within a stipulated time. Improving customer support will help reduce frustration and increase satisfaction.

### 2. Increase Personalization in Therapy Sessions

Many parents felt that therapy lacked personal customization. To address this:

- Therapists should provide **individual therapy plans** based on initial assessments.
- Regular **review sessions with parents** can be scheduled to update and tailor therapy goals.
- Feedback from parents and therapists can be used to **adapt therapy techniques** in real-time. Personalized



care enhances both perceived and actual developmental outcomes.

### 3. Maintain and Promote Therapy Quality

—Quality of therapy sessions was ranked as the most valued service. To continue excelling:

- Periodic **training and upskilling programs** should be organized for therapists.
- **Quality checks or peer reviews** of therapy sessions can be implemented.
- Parent testimonials highlighting therapy impact can be used to build trust and attract new clients.

### 4. Improve Communication About Child's Progress

Although communication was generally rated positively, improvement is needed in how therapy outcomes are conveyed:

- Share **progress reports** regularly in both written and visual formats (e.g., charts, development checklists).
- Schedule **quarterly review meetings** with parents to track goals and address concerns.
- Introduce a **digital portal** or app where parents can view session summaries and upcoming milestones.

### 5. Encourage Greater Parental Involvement

Parental engagement plays a key role in therapy success:

- Provide **short training videos or workshops** for home-based activities.
- Send **monthly parenting tips** via email or messages that align with the child's therapy goals.
- Create a **feedback loop** where parents can share home observations with therapists.

### 6. Leverage Effective Marketing Channels

The majority of awareness came from **doctor referrals and social media**:

- Continue maintaining strong relationships with local pediatricians and clinics.
- Increase social media activity with **informative content, success stories, and interactive Q&A sessions** to boost credibility and engagement.

### 7. Address Neutral and Hesitant Respondents

A large portion of respondents gave **neutral feedback** or were unsure about recommending or continuing services:

- Identify these respondents for **targeted follow-up** to understand their hesitation.
- Offer **personalized communication or check-in calls** to ensure their expectations are met.
- Implement a **client satisfaction audit** for those in the neutral zone.

### 8. Improve Long-Term Client Engagement

Though many clients use services for short durations (3–6 months), long-term satisfaction needs attention:

- Create **loyalty programs** such as milestone certificates or family discounts.
- Celebrate visible progress with "**Development Achievement Days**".
- Offer **continuous service packages** that evolve with the child's growth stages.

## CONCLUSIONS

The research undertaken at Pragyan Child Development Centre (CDC), Bengaluru, reveals insightful patterns in customer feedback and service perception. While overall satisfaction is positive, with most parents acknowledging good therapy quality and communication, the findings also bring attention to crucial service gaps such as **difficulty in accessing support, inconsistency in therapy personalization, and unclear tracking of developmental progress.**

The **statistically significant correlation between customer satisfaction and future usage** confirms that when families are happy with services, they are more likely to continue. Similarly, the **strong correlation between communication and satisfaction** emphasizes that well-informed, updated parents are more likely to feel

valued and supported. However, several other variables—such as ease of booking, perceived improvement, and length of service usage—were not found to significantly influence client retention or loyalty on their own.

This indicates that **emotional and service experience quality matters more than operational convenience.** Hence, Pragyan CDC should focus on reinforcing its strengths (like therapy quality and staff friendliness) while also addressing the specific challenges identified in the findings.

By adopting a **data-driven, parent-centric approach to service improvement**, Pragyan CDC can:

- Boost satisfaction levels,
- Increase long-term engagement,
- Strengthen its brand reputation in the early intervention and therapy sector.

Ultimately, the feedback gathered from this study can serve as a valuable roadmap for **strategic planning and service enhancement** to ensure that every child, and every parent, receives the best possible experience at Pragyan CDC.

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