

A STUDY ON SERVICE OPERATION MANAGEMENT AT ONSITEGO

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1. INTRODUCTION

Onsitego, a company specializing in providing comprehensive post-purchase services for consumer electronics and appliances, operates in a highly dynamic and competitive environment where efficiency, quality, and customer satisfaction are paramount. At the heart of its operations lies the discipline of operations management, which encompasses the design, execution, and improvement of the processes that create and deliver the company's services. In this introduction to operations management at Onsitego, we will explore the key principles, strategies, and challenges that shape the company's approach to managing its operations effectively. From supply chain management to service delivery optimization, Onsitego's operations management practices play a crucial role in fulfilling its commitment to providing seamless, reliable, and value-added services to its customers. Let's delve into the intricacies of how Onsitego leverages operations management to drive operational excellence and maintain its competitive edge in the ever-evolving marketplace.

Operations management plays a crucial role in the success of any organization, serving as the backbone of efficient and effective processes. At OnsiteGo, a leading provider of comprehensive device protection and warranty solutions, operations management is central to ensuring seamless service delivery, optimal resource utilization, and customer satisfaction. In today's fast-paced and competitive business environment, OnsiteGo understands the significance of refining its operations to stay ahead. From streamlining supply chain processes to enhancing service delivery mechanisms, every aspect of operations management is meticulously crafted to meet the evolving needs of both the company and its customers. This introduction will delve into the key principles and practices of operations management at OnsiteGo, highlighting the company's commitment to excellence, innovation, and continuous improvement. Through strategic planning, advanced technology integration, and a customer-centric approach, OnsiteGo aims to set new benchmarks in operational efficiency and service quality within the device protection industry.

Onsitego operates in a dynamic and competitive environment, providing comprehensive warranty and protection plans for a wide range of electronic devices and appliances. The backbone of its seamless service lies in its robust operations management strategies. Operations management at Onsitego encompasses the design, execution, and control of the processes that transform raw materials and resources into valuable services for customers.

With a commitment to delivering exceptional service quality and efficiency, Onsitego's operations management team strives to optimize processes across all facets of the business. From managing supply chains and inventory to ensuring timely service delivery and customer satisfaction, operations management plays a pivotal role in driving Onsitego's success.

1.1 OBJECTIVES OF THE STUDY

- ✓ To study customer expectations regarding service quality, response times, and overall satisfaction.
- ✓ To identify opportunities to streamline operations, reduce costs, and enhance service delivery speed.
- ✓ To examine Onsitego's CRM strategies and systems to effectively manage customer interactions, inquiries, and feedback.
- ✓ To compare Onsitego's service quality against industry benchmarks and customer expectations.
- ✓ To evaluate the impact of technological innovations on service quality, efficiency, and customer experience.

1.2 NEED FOR THE STUDY

- ❖ To study the expectations of customers regarding service quality, response times, and overall satisfaction with Onsitego's warranty and protection plans.
- ❖ To identify opportunities to streamline operations, reduce costs, and improve service delivery speed without compromising quality.
- ❖ To examine Onsitego's CRM strategies and systems for managing customer interactions, inquiries, and feedback.
- ❖ To assess the effectiveness of contingency plans in maintaining service continuity and minimizing impact on customers.
- ❖ To measure the impact of improvement efforts on service quality, efficiency, and customer satisfaction over time.

1.3 SCOPE OF THE STUDY

- ❖ To compare Onsitego's service quality against industry benchmarks and customer expectations to assess performance.
- ❖ To assess the impact of technological innovations on service quality, efficiency, and customer experience.
- ❖ To investigate Onsitego's compliance with industry regulations and standards governing warranty services, data protection, and ethical business practices.
- ❖ To evaluate the company's commitment to ethical sourcing, environmental sustainability, and social responsibility in its service operations.
- ❖ To conduct a comparative analysis of Onsitego's service operations against competitors in the warranty and protection plan industry.

2. REVIEW OF LITERATURE

P. Ricardianto, et al (2022)- Impact of loading and unloading productivity on service user satisfaction. This study is aimed at analysing the effect of port service performance, occupational safety, and health, and work safety on loading and unloading productivity and its impact on service user satisfaction at Yos Sudarso Tual Port, Maluku province, in Eastern Indonesia in 2020. What was found was the limited-service performance delivered to service users, resulting in dissatisfaction. This could have implications for the less-than-optimal loading and unloading performance at Yos Sudarso Tual Port. The study uses a quantitative method, with a path analysis model, with a total of 40 samples. Research respondents are users of loading and unloading services. The findings, in general, indicate that there is an effect of port service performance, occupational safety, and health and work security on loading and unloading productivity which in turn has an impact on increasing user satisfaction of Yos Sudarso Tual Port services.

Xiaolong Guo, Yugang Yu et al (2021)- Home Appliance Delivery Data for the 2021 Manufacturing & Service Operations Management Data-Driven Research Challenge. To support the 2021 Manufacturing & Service Operations Management (MSOM) Data-Driven Research Challenge, RiRiShun Logistics (a Haier group subsidiary focusing on logistics service for home appliances) provides MSOM members with logistics operational-level data for data-driven research. This paper provides a detailed description of the data associated with over 14 million orders from 149 clients (the consigners) associated with 4.2 million end consumers (the recipients and end users of the appliances) in China, involving 18,000 stock keeping units operated at 103 warehouses. Researchers are welcomed to develop econometric models, data-driven optimization techniques, analytical models, and algorithm designs by using this data set to address questions suggested by company managers.

A. Atasu, Charles J. Corbett et al (2020)- Sustainable Operations Management Through the Perspective of Manufacturing & Service Operations Management. Business, Environmental Science TLDR The sustainable operations management research published in the first 20 years of Manufacturing & Service Operations Management (M&SOM) and the hopes for the next 20 years are outlined. We review the sustainable operations management research published in the first 20 years of Manufacturing & Service Operations Management (M&SOM), and we outline our hopes for the next 20 years.

Stylianos Kavadias, K. Ulrich (2020)- Innovation and New Product Development: Reflections and Insights from the Research Published in the First 20 Years of Manufacturing. Short essay reflects on the innovation-related studies that have appeared in Manufacturing & Service Operations Management (M&SOM) in its first 20 years of publication and considers the role of data analytics in the development of new ideas. In this short essay, we reflect on the innovation-related studies that have appeared in Manufacturing & Service Operations Management (M&SOM) in its first 20 years of publication and consider.

Sandro Cabral, et al (2010)- Private Operation with Public Supervision: Evidence of Hybrid Modes of Governance in Prisons. Received theories suggest a possible cost-quality tradeoff when private outsourcing arrangements are used in public services. Using data from Brazilian prisons, our study provides evidence that contradicts this prediction: the prisons not only run at a lower cost, but also show similar or improved performance on a range of quality indicators.

The attenuation of the cost-quality dilemma in our context is due to the hybrid management, which allocates control rights to a state-appointed public supervisor. We also discuss conditions in which the public supervisor may refrain from colluding with the private agent, therefore guaranteeing an effective monitoring of service quality.

3. RESEARCH METHODOLOGY

3.1 INTRODUCTION

Research is defined as human activity based on intellectual application in the investigation of matter. The primary purpose for applied research is discovering, interpreting, and the development of methods and systems for the advancement of human knowledge on a wide variety of scientific matters of our world and the universe.

3.2 RESEARCH DESIGN

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

Descriptive approach is one of the most popular approaches these days. In this approach, a problem is described by the researcher by using questionnaire or schedule. This approach enables a researcher to explore new areas of investigation.

3.3 SAMPLING TECHNIQUE

Sampling is that part of statistical practice concerned with the selection of individual observations intended to yield some knowledge about a population of concern, especially for the purposes of inference.

3.3.1 SAMPLING METHOD

In this study **simple random sampling method** is used in selecting the samples. The random sampling method is the sampling method, in which each item in the population has an equal chance of being selected in the sample. Hence this method is also called as chance sampling.

3.3.2 SAMPLE SIZE

The sample size chosen for this study is 167 customers as respondents.

3.3.3 SAMPLE AREA

The sample area is covered the customers or users of onsitego.

3.4 DATA COLLECTION METHOD

The data collection method used in this research is questionnaire method. Here the data are systematically recorded from the respondents.

3.4.1 PRIMARY DATA

The primary data is defined as the data, which is collected for the first time and fresh in nature, and happen to be original in character through field survey. Here the primary data is the questionnaire which is collected from 167 respondents.

3.4.2 SECONDARY DATA

The secondary data are those which have already been collected by someone else and have been passed through statistical process. Here the secondary data is collected from the sites of the official websites of the company and the other sites.

3.4.3 TOOL USED FOR DATA COLLECTION

A questionnaire has been prepared to get the relevant information from the respondents. The questionnaire consists of a variety of questions presented to the respondents for their despondence.

3.5 TOOL USED FOR ANALYSIS

CHI-SQUARE TEST

Chi-square is an important non-parametric test and as such no rigid assumptions are necessary in respect of the type of population. Both the frequencies must be grouped and the theoretical distribution must be adjusted to give the same told frequencies, which is equal to that of observed frequencies and is calculated with the help of the following formula.

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

CORRELATION ANALYSIS

Correlation Analysis is a statistical technique used to measure the magnitude of linear relationship between two variables. Correlation Analysis is not used in isolation to describe the relationship between variables. To analyze the relation between two variables, two prominent correlation coefficient are used –the Pearson product correlation coefficient and Spearman’s rank correlation coefficient. In this study the Pearson product correlation coefficient is used to find the correlation coefficient between respondents awareness level at the time of joining with employees participation in suggestion scheme & respondents awareness level at present and the counseling. This is also known as simple correlation coefficient and is denoted by “r”. The “r” value ranges from -1, through 0, to +1. It is calculated using the formula.

$$r = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{[n\sum x^2 - (\sum x)^2][n\sum y^2 - (\sum y)^2]}}$$

4. DATA ANALYSIS AND INTERPRETATION

CHI - SQUARE

- Null Hypothesis (H0):** There is no significant difference between the length of time a customer has been with Onsitego and their overall satisfaction with the service.
- Alternative Hypothesis (H1):** There is a significant difference between the length of time a customer has been with Onsitego and their overall satisfaction with the service.

CALCULATION OF CHI – SQUARE

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
How Long are you a customer of Onsitego ? * How would you rate your overall satisfaction with Onsitego's warranty and protection plans?	167	99.4%	1	0.6%	168	100.0%

CROSSTABULATION

How Long are you a customer of Onsitego? * How would you rate your overall satisfaction with Onsitego's warranty and protection plans?							
Expected Count							
		How would you rate your overall satisfaction with Onsitego's warranty and protection plans?					Total
		1	2	3	4	5	
How Long are you a customer of Onsitego ?	1	4.6	.5	.4	7.2	7.4	20.0
	2	8.4	.9	.7	13.3	13.7	37.0
	3	3.9	.4	.3	6.1	6.3	17.0
	4	12.1	1.3	1.0	19.0	19.7	53.0
	5	9.1	1.0	.7	14.4	14.9	40.0
Total		38.0	4.0	3.0	60.0	62.0	167.0

RESULTS

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	38.523 ^a	16	.001
Likelihood Ratio	33.342	16	.007
Linear-by-Linear Association	8.365	1	.004
N of Valid Cases	167		
a. 12 cells (48.0%) have expected count less than 5. The minimum expected count is .31.			

DECISION:

From the above table there is no significant difference between feelings hidden by the employees and enough time for their work tasks 5% level of significance, the study shows significance value as 0.001 so we accept null hypothesis and reject alternative hypothesis.

CORRELATION.

AIM OF THE STUDY: To find the relationship between customer satisfaction with response times and service delivery speed, and their overall satisfaction with Onsitego's service quality.

CALCULATION OF CORRELATION

Correlations			
		VAR00001	VAR00002
VAR00001	Pearson Correlation	1	.140
	Sig. (2-tailed)		.070
	N	167	167
VAR00002	Pearson Correlation	.140	1
	Sig. (2-tailed)	.070	
	N	167	167

DECISION:

There is a Positive correlation (0.140) between customer satisfaction with response times and service delivery speed, and their overall satisfaction with Onsitego's service quality.

CONCLUSION

Onsitego enjoys a positive reputation for service delivery speed compared to competitors. However, there's room for improvement in service delivery speed and satisfaction, communication, and addressing the gap between customer expectations and service quality experiences. By focusing on the needs of students and working professionals, implementing the suggested improvements, and addressing the study's limitations in future research, Onsitego can further enhance customer satisfaction and loyalty. Assessment of existing stress management programs reveals the need for ongoing evaluation through both quantitative and qualitative measures.

In conclusion, Onsitego has established a positive reputation for service delivery speed. However, by implementing the suggested improvements and addressing the limitations identified in this study, Onsitego can significantly enhance customer satisfaction in areas like service quality, communication, and managing customer expectations. This will allow Onsitego to not only retain existing customers but also attract new ones, solidifying its position in the warranty and service plan market.

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