

Examining Sales Executive Interactions and Their Impact on Customer Satisfaction: An Empirical Study at Kumar Builders

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ABSTRACT –

In the competitive real estate sector, customer satisfaction is a key driver of success. This study examines the influence of sales executive interactions on customer satisfaction at Kumar Builders, Pune, with emphasis on communication, professionalism, responsiveness, product knowledge, and follow-up practices.

A descriptive research design was adopted for this study, with primary data collected from 100 respondents using a structured Likert-scale questionnaire. The data was analysed through percentage analysis and graphical methods to examine how the quality of sales executive interactions influences customer satisfaction.

The findings indicate that sales executive interactions have a strong positive impact on customer satisfaction, trust, and purchase decisions. Most respondents were satisfied with clear communication, professional behaviour, and product knowledge, with face-to-face interaction emerging as the most preferred mode. However, some improvement is needed in follow-up consistency and clarity of information. Overall, enhancing the quality of interactions can lead to greater customer satisfaction, stronger trust, and long-term relationships in the real estate sector.

Key Words: Customer Satisfaction, Sales Executive Interaction, Real Estate Sector, Communication Effectiveness, Product Knowledge, Customer Trust

1. INTRODUCTION

The real estate industry has become highly competitive, where **customer satisfaction plays a crucial role in determining business success**. In this sector, sales executives act as the primary point of contact between the company and potential customers. Their ability to communicate effectively, provide accurate information, and address customer queries significantly influences how customers perceive the organization and their overall experience.

However, limited attention has been given to understanding the direct impact of sales executive interactions on customer satisfaction in the real estate context. This study aims to bridge this gap by analysing the role of key interaction factors such as **communication, professionalism, responsiveness, product knowledge, and follow-up** at Kumar Builders, Pune, and examining how these factors affect customer satisfaction, trust, and purchase decisions.

2. METHODOLOGY

The study adopts a descriptive research approach to understand how sales executive interactions influence customer satisfaction at Kumar Builders, Pune. Primary data was collected using a structured questionnaire based on a Likert scale, allowing respondents to share their level of agreement on various aspects of their experience.

A total of 100 customers were selected through the convenience sampling method, including those who interacted with sales executives during different stages such as inquiry, site visits, and booking. In addition, secondary data was gathered from books, journals, and company-related sources. The collected data was analysed using percentage analysis and graphical methods to examine the relationship between key factors like communication, professionalism, responsiveness, product knowledge, trust, and overall customer satisfaction.

3. RESULTS & DISCUSSION

The analysis shows that interactions with sales executives play an important role in improving customer satisfaction. Most customers reported being satisfied with the way sales executives communicated, behaved professionally, and handled overall interactions.

Mode of Interaction: The majority of customers preferred site visits (46%) and office visits (34%), while only 20% used online or telephonic communication. This suggests that face-to-face interaction is the most preferred and effective way of communication in the real estate sector, as it helps build better understanding and trust.

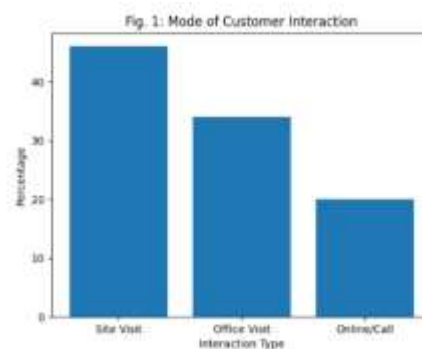


Fig. 1: Mode of Customer Interaction

The findings show that customers perceived sales executives to be effective in explaining project details (63% agree, 35% strongly agree) and possessing strong product knowledge (53% strongly agree). This reflects that clear communication and expertise significantly contribute to customer confidence and satisfaction.

Sales executives were also rated positively in terms of professionalism and responsiveness, with most respondents acknowledging polite behaviour and effective handling of queries. Additionally, 75% of respondents reported timely follow-ups, although a small proportion of neutral responses indicates the need for improved consistency.

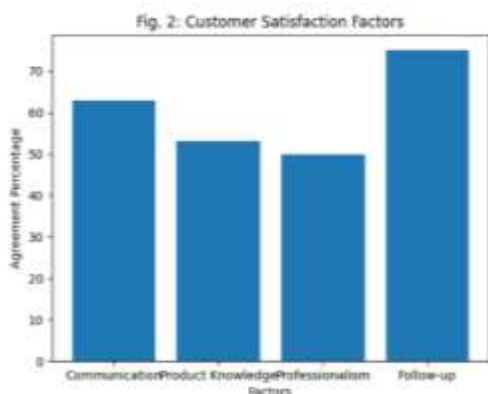


Fig. 2: Customer Satisfaction Factors

Further, the results highlight that sales executive interaction has a strong impact on customer trust and purchase decisions. A majority of respondents reported increased trust in the company, and nearly 89% indicated that their purchase decision was influenced by the interaction.

Overall, customers showed a high level of satisfaction with Kumar Builders and a strong willingness to recommend the company. However, enhancing follow-up consistency and communication clarity can further improve the overall customer experience.

4. CONCLUSIONS

The study shows that the way sales executives interact with customers has a strong impact on their satisfaction at Kumar Builders, Pune. Factors like clear communication, professional behaviour, quick responses, good product knowledge, and regular follow-up play an important role in shaping the overall customer experience.

When customers receive proper information and timely support, they tend to feel more confident and develop trust in the company, which also influences their buying decisions and recommendations. While most customers are satisfied, there is still a need to improve consistency in follow-ups and clarity in communication. Overall, better interaction by sales executives can lead to higher satisfaction, stronger trust, and long-term growth for the company.

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