

STUDY OF CUSTOMER SATISFACTION (PEC Associates)

PEC is a public sector undertaking under Ministry of Commerce and Industry, Department of Commerce, Government of India. The company's primary business thrusts are in exports, imports, deemed exports, third country trading, arranging financing, logistics, project exports and management.

Centre for International Business & Policy (CIBP), BIMTECH was engaged by PEC in the year 2014-2015 to carry out an assessment of the satisfaction of their nationwide associates with their services provided for financing and facilitating international trading. This project was conducted by Dr. Anupam Varma, Dr. Anuj Sharma, Prof. Rajeev Sharma, Dr. Ritu Srivastava and Mr. Gaurav Tripathi. The primary outcome of the project was to provide a roadmap to PEC for providing a differentiated service experience to their associates.

The project was conducted in two stages. Firstly, focus group discussions were organized both with the associates (exporters & importers) and the senior PEC officials to develop a framework to measure the satisfaction levels across the divisions of PEC i.e. bullion, commodity and projects. In the second stage, the framework was used to collect primary data using a structured questionnaire from the associates having existing business relationship with PEC. The data was used to rate the service quality at PEC in terms of the hard, soft, output and potential quality aspects. Comparative scoring with a benchmark trading house was also done for better assessments. The project was aimed at identifying the areas of concern and future action to improve the overall satisfaction of the associates with the PEC.