

# An Analytical Study of Post Office Services with Reference to Customer Satisfaction at Post Office Gondia

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**Abstract**— Postal system in India has been changing greatly where it used to be a simple mail delivery system; it has evolved to be a full-fledged provider of financial and communication services. This paper seeks to understand the satisfaction of customers with the post office services in Gondia district. The study concentrates on the essential areas of service, like savings plans, money transfer services and postal services as well as digital programs provided by India Post.

The study has taken a descriptive and analytical research design. The primary data consisted of 150 respondents who were interrogated using a structured questionnaire and the secondary data was retrieved using the government reports, journals and official publication. Percentage analysis and interpretation of data with the help of graphs were applied in order to compare customer perceptions and satisfaction rates.

The research outcomes show that the clients tend to trust the services provided by the post offices as affordable, reliable, and available, in semi-urban and rural settings. Although, there are some problems that decrease overall satisfaction: the inability to deliver the service in time, lack of digital awareness, poor infrastructure, and staff-associated concerns. The work emphasizes the importance of modernization, increased efficiency of the service and customer engagement strategies.

The study makes the conclusion that, even though the role of post offices in Gondia in financial inclusion and the service delivery to the population is still critical, a severe necessity of the technological progress and the customer-oriented crucial improvement is to be achieved to promote the satisfaction rates and ensure the ability to compete in the changing service environment..

**Keywords:** Post office services, Customer satisfaction, India post, financial inclusion, postal banking, service quality, digital services, ruralbanking, customer experience, Gondia District.

## I.INTRODUCTION

The Indian postal network is amongst the oldest and

the largest communication networks in the world. It has over the years transformed itself into a diversified service provider of financial, insurance and digital services once it was a traditional mail delivery service provider. India Post is the organization that is ten years old and plays a significant role in the alignment of the urban and rural population because of the service provision that is affordable to every segment of society.

Post offices in such districts as Gondia where large proportion of the population is characterized by semi-urban and rural settings is an indispensable public institution. Not just do they provide an efficient means of communication based on mail services, but they are also an efficient avenue of financial inclusion, which provides savings account, recurring deposit, fixed deposit services, and money transfer services, and insurance cover. The people trust post offices as they are considered to be safe and reliable due to their extensive network and governmental support.

In the present competitive world, post offices are challenged by the services of private courier firms, commercial banks and digital financial technologies. The contemporary customers are now demanding quicker services, quality infrastructure, and perfect digital experiences. Consequently, customer satisfaction has emerged to be an important parameter in assessing the performance and the effectiveness of the post office services.

Customer satisfaction is the level of compliance or even exceeding customer expectations of the services. It is affected by many variables and among them are quality of services provided, behaviour of the staff, accessibility, reliability and the provision of digital services. Knowledge on customer satisfaction will assist towards better service delivery and ensure long term sustainability. This research paper aims at examining the satisfaction of the customers towards the post office

services in Gondia district. It tries to assess the degree of customer satisfaction as well as defining important variables that affect their satisfaction as well as recommending the steps that ought to be taken to enhance the quality of services. The results of the research will assist in comprehending the strengths and weaknesses of post office and give ideas in relation to improving customer satisfaction in future.

## II. LITERATURE REVIEW

Customer satisfaction is a concept that has received extensive research on the domain of service management since it is the key aspect that defines how successful and sustainable service-based organizations are. When it comes to the postal services, customer satisfaction will rely on a number of different factors to include the quality of service, accessibility, reliability, staff demeanor as well as technological development.

Some scholars have highlighted that customer satisfaction is among the most vital factors that depend on the quality of services. The SERVQUAL model developed by Parasuraman, Zeithaml and Berry (1988) recognize five dimensions of service quality which include reliability, responsiveness, assurance, empathy, and tangibles. These dimensions are very pertinent in the judgment of the post office services where reliability and trust is believed to be the greatest asset.

Research undertaken on India Post shows that India Post is highly integrated in the rural and semi-urban regions meaning it is a significant institution in financial inclusiveness. The extensive range of post offices allows the easy availability of services like savings programs, money transfer and insurance products. Studies indicate that customers are willing to use a post office because post offices are cheap, reliable, and supported by the government.

But some studies have also indicated difficulties of postal services. Some of the problems that have been reported generally include slow service delivery, excessive waiting time, outdated infrastructure, and lack of technological advancement. These aspects adversely affect the customer satisfaction, in particular, when they are compared to the services of the private courier and the contemporary banking institutions.

The last researches were concerned with digital transformation of postal services. Efficiency and accessibility has increased with the introduction of

internet banking, introduction of core banking service as well as mobile based services by India Post.

Nevertheless, it is proposed that the acceptance of digital services remains low especially in the rural and semi-urban areas as a result of ignorance and digital illiteracy.

Moreover, the role of customer satisfaction is greatly affected by the behavior and interaction between the staff and the customer. A positive mood can be created by friendly and assisting members of staff and a negative mood can be achieved through poor communication and inattentiveness.

In general, it can be concluded that, although the post office services are credible and popular, modernization and enhanced service delivery require renewal. The available literature is done on a bigger scale and little is done where the research is about smaller districts such as Gondia. This paper can thus be said to be filling this gap by the analysis of customer satisfaction with the post office services in Gondia.

## III. RESEARCH METHODOLOGY

Research methodology refers to a systematic and scientific procedure deployed in conducting the study. It provides the guide to the data collection, analysis and interpretation to ease the objectives of the research.

### Research Design

- The existing study is based on analytical and descriptive research design.
- The descriptive aspect deals with the degree of customer satisfaction with post office services in Gondia at the current phase.
- The analytical dimension examines the effect of different service dimensions on customer satisfaction.
- Such a combination helps in describing the perceptions of customers as well as in relationship between variables.

### Nature and Sources of Data

To make the research reliable and complete, the

primary and secondary sources of data are used.

#### Primary Data:

Primary data has been acquired through interviewing the customers directly through the use of a structured questionnaire. The questionnaire has been designed in a manner that it captures opinions on the quality of service, its accessibility, staff behavior, and their satisfaction over the same.

- Number of respondents: 150
- Research issue: Gondia district.
- Target group: The users of the post office service.
- Measurement scale: five points Likert scale between strongly agree and strongly disagree.

#### Secondary Data:

The following sources are considered to be credible and are used to get secondary data:

- Publications and reports of India Post.
- Government documents
- Academic journal articles and research.
- Books on research methodology and service management.

#### Sampling Technique

The non-probability sampling of the study is convenience sampling. The respondents have been selected based on their availability and their willingness to respond in a survey. This decision can be explained by the absence of time and the opportunity of getting the information conveniently.

#### Variables of the Study

To analyse the customer satisfaction, the variables to be used in the study will be:

##### Independent Variables:

- Quality of service delivery
- The provision of post office services.
- Behavior of staff
- Electronic service accessibility.
- Reliability and trust

##### Dependent Variable:

- The customer satisfaction level.

#### Hypothesis Formulation

##### Hypotheses

Based on the objectives of a research, the hypotheses were developed as follows:

NULL Hypothesis (H<sub>0</sub>): POS Quality and Customer satisfaction are neither significantly related.

Alternative Hypothesis (H<sub>1</sub>): Quality of the post office services and customer satisfaction is closely correlated.

##### Analysis Tools and Techniques of Data.

The data obtained has been analyzed by use of simple statistical tools in such a way that it can be understood and easily interpreted:

- Percentage analysis to determine the distribution of responses.
- Tele-table representation of data.
- Graphical representation of bar charts and pie charts.
- This helps in making the data presentable in a lucrative format.

#### Research Procedure

The research process was methodological and followed a series of steps:

- Identification of the research problem.
- Literature review.
- Formulating of goals and hypotheses.
- Design of questionnaire
- Primary and secondary data will be collected.
- Interpretation and analysis of data.
- Conclusions and recommendations made

#### IV. DESCRIPTIVE HISTORY OF POST OFFICE IN GONDIA

The Gondia district post office network is important in the delivery of the much needed communication and financial services to the people, particularly in the rural and semi-urban regions. India Post has built one of the most extensive networks of branch and sub-post offices that have made services affordable to all members of the society.

Gondia Post offices no longer only provide the traditional mail delivery services and have diversified their services to provide different financial and insurance services. These services are also playing a major role in making the region financially inclusive and economically developed.

## V. CUSTOMER SATISFACTION AND QUALITY OF SERVICE ANALYSIS

This part compares the dimensions of service quality and the degree of customer satisfaction with post office services in Gondia. The research is carried out on the answers of 150 customers who participated

in the development of a structured questionnaire.

The quality of service is also important in influencing customer satisfaction in service oriented organizations such as the post offices. Reliability, speed of service, staff behavior, access, and digital services are the main dimensions that have been taken into account in this study.

### 5.1 Reliability of Services

- 60% rated reliability as high.
- 27% rated it as moderate
- 13% rated it as low

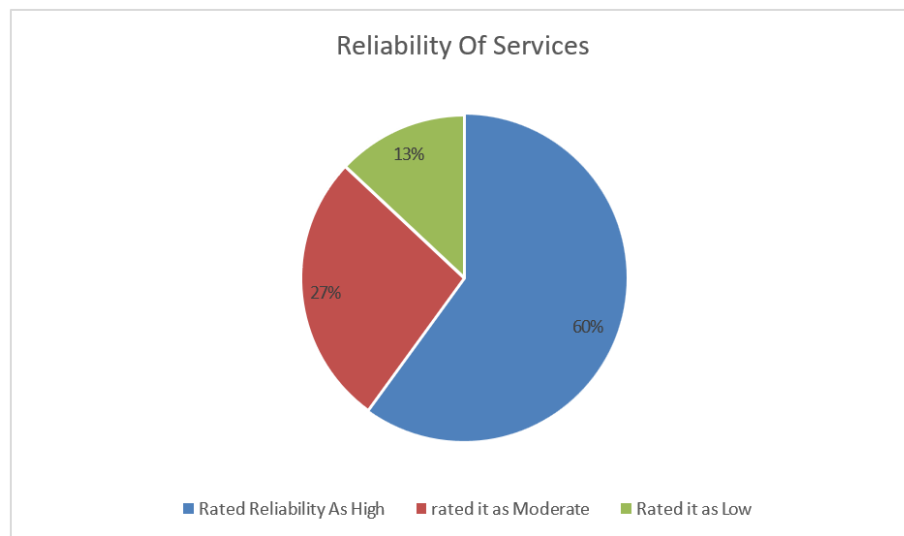


Fig 5.1 Reliability of Services

#### Interpretation:

One of the strongest sides of post office services is reliability. The system is reputable among the customers as a means of transaction, saving schemes and service delivery. This trust is high and this has good impact on customer satisfaction.

service quality and customer satisfaction. Percentage method and basic analytical interpretation are used to analyze it.

The physically challenged individual received access to the services of the Post Office.

## VI. DATA ANALYSIS AND RESULTS

This discussion gives the statistical processing of the results obtained in the sample of 150 respondents in Gondia district. The goal is to investigate the correlation between the factors of

### 6.1 Access to Post Office Services

- 70% use regular basis.
- 20% use services occasionally
- 10% rarely use services

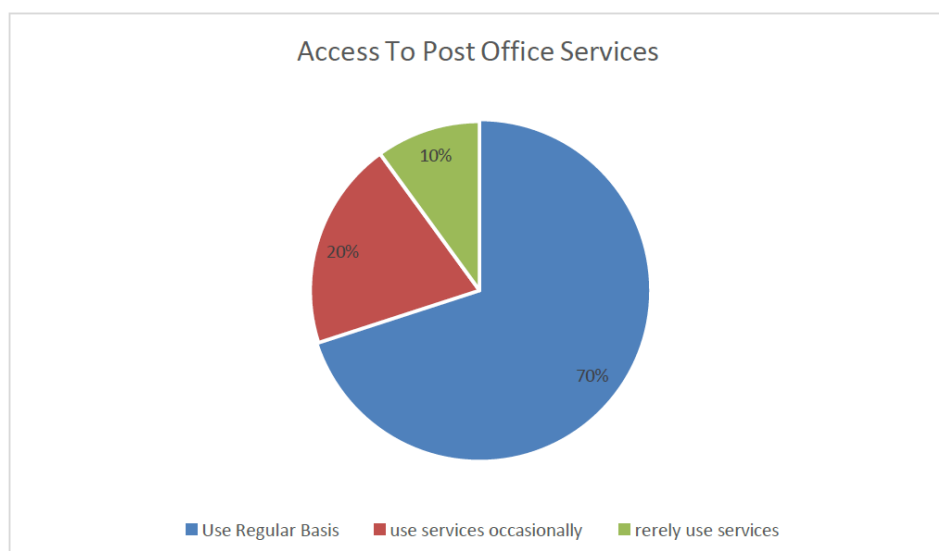


Fig 6.1 Access to Post Office Services

#### Result Interpretation:

Most of the respondents are frequent users of post office services and this shows that they have a high number of customers and rely on the services in Gondia. This indicates the significance of the post offices in day to day financial and communication practices.

#### 6.2 Effect of Service Quality Factors.

The research evaluated the most important service quality levels and how it affected customer satisfaction:

##### (a) Reliability:

Reliability was identified as the most powerful aspect that said by the customers and caused satisfaction. Safe dealings and faith in services secured by the government are also useful factors that foster perception.

##### (b) Service Speed:

Moderate ratings of service speed imply delays and inefficiencies, which are bad reflection to the satisfaction.

##### (c) Staff Behavior:

The average ratings indicate that the interaction between employees should be improved in order to improve customer experience.

##### (d) Accessibility:

Accessibility has a positive impact on satisfaction particularly in the rural environment.

##### (e) Digital Services:

Poor utilization of digital services minimizes the convenience and the general satisfaction.

## VII. FINDINGS AND DISCUSSION

The current section describes the key findings that have been obtained as a result of the data analysis as well as discusses them concerning the objectives of the study. The results demonstrate the issues of customer satisfaction about the services of the post offices in Gondia.

### 7.1 Major Findings of the Study

Comparison of the answers obtained with the help of 150 respondents produced the following key results:

#### The Usage of Post Office Services High.

Only a large percentage (70%) of respondents use post-office services regularly, indicating high dependency and applicability in the Gondia district. America is generally satisfied with the customers.

A positive perception towards the post office services is observed as about 85 percent of the respondents were satisfied or highly satisfied with the services provided by the office.

#### Trueness as the Most Powerful Factor.

Respondents found reliability of the services highly and this made it the most powerful determinant of satisfaction. The post offices have customers who trust them to do their transaction with protection and security.

#### Moderate Service Speed

Most of the respondents were of the opinion that there existed delays in service delivery as most of them viewed the speed of service to be moderate; this is one of the major causes of dissatisfaction.

### VIII. FUTURE SCOPE OF THE STUDY

The current study provides useful information regarding the satisfaction of the customer with the post-office services in Gondia, but a number of research opportunities are still present.

#### Geographical Expansion

Subsequent research can be done in a different district or state so as to evaluate the level of customer satisfaction in various regions.

#### Larger Sample Size

To improve the reliability and accuracy of the results, it is possible to increase the number of respondents.

#### Comparative Study

Service quality differences in post offices and commercial banks or even private courier services can be better understood through a comparative analysis of these services.

#### Online Service Adoption Survey.

The studies can be continued by specifically targeting the research on the research of digital services provided by post offices, as well as the aspects affecting their acceptance.

#### Longitudinal Study

A longitudinal investigation can be done to examine the change in customer satisfaction with time.

### IX. MANAGERIAL IMPLICATIONS

Empirical evidence of this study provides a series of practical recommendations that can improve the effectiveness of the postal services and increase customer satisfaction.

- First, when it comes to service delivery, time

taken to serve clients must be reduced through shortening of waiting time and streamlining the work processes.

- Second, the increase in personnel during the highest seasons will make it easier to manage the flux of customers.
- Third, there should be systematic training programmes on personnel to enhance handling and communication skills in customers.
- Fourth, digital literacy among the patrons can be increased by implementing specific campaigns and educational programs.
- Fifthly, there is a heavy investment that will be needed to modernize the physical infrastructure and facilities in the post offices.
- Sixth, postal services will be accessible easier due to the introduction of digital tools, which are user-friendly.
- Seventh, strong grievance-redress systems should be formulated so as to settle complaints quickly.

### X. LIMITATIONS OF THE STUDY

There are various limitations that limit the generalizability of the findings of the present study.

- The geographical scope of the investigation is the Gondia district.
- The sample is not very large since the number of respondents is 150.
- The cross-sectional design limits the time frame of the study.
- The conduct of data collection is based on the perceptions of the customer, and this is subjective.
- Lack of access to the detailed official documents reduces the richness of information.
- The results may also be impacted by the potential bias of a response among the participants.
- In addition, the research does not cover all the branches of the post office in the area.

### XI. CONCLUSION

The paper finds that the Gondia post office services are crucial in provision of communication and financial services that are necessary, especially in the rural and semi-urban settings. Most of the customers are satisfied with such services and this is

because of their reliability, trust, and accessibility. However, the study also singles out various issues, such as the delays in the services provisions, sub-optimal staff performance, a lack of digital awareness, and insufficient infrastructure and that independently harm the customer satisfaction levels and are to be addressed by remedial measures. It is noticeable that the quality of service is directly related to levels of customer satisfaction; therefore, to increase levels of customer satisfaction, it is crucial to increase the efficiency of operations, staff performance, and introduce more digital services.

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