



# Graduation Project

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Batch 2016-2020

## Topic

To increase customer satisfaction and loyalty by analysing the effect of job satisfaction on the customer service

## Organisation

Cover Story, Future Style Lab

## Duration

14 Weeks

# Need of the Project

- **Coverstory** and **Ancestry** are two new brands in the market and thus gaining profit, customer satisfaction and customer loyalty is crucial for FSL.
- FSL is looking for every opportunity to **increase the base of their loyal customers**.
- **High attrition rate** (2019 employment data attached) is a raising concern in the company.
- Hence, employee empowerment and job satisfaction are important as part of employee retainment strategies.

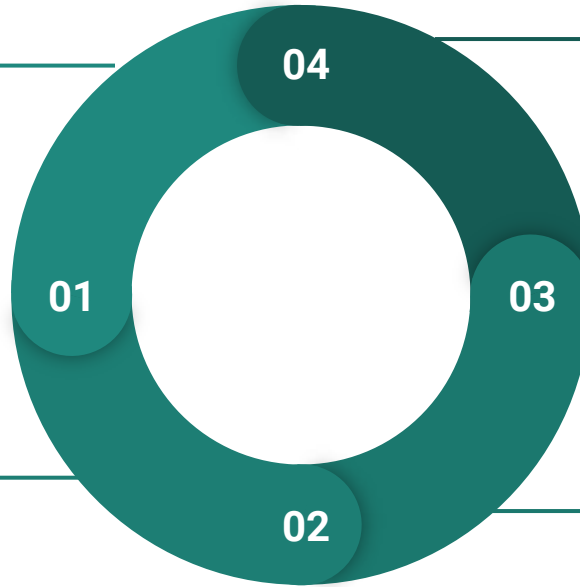


# Objectives



To make an analysis of  
employee job  
satisfaction to consumer  
service and satisfaction.

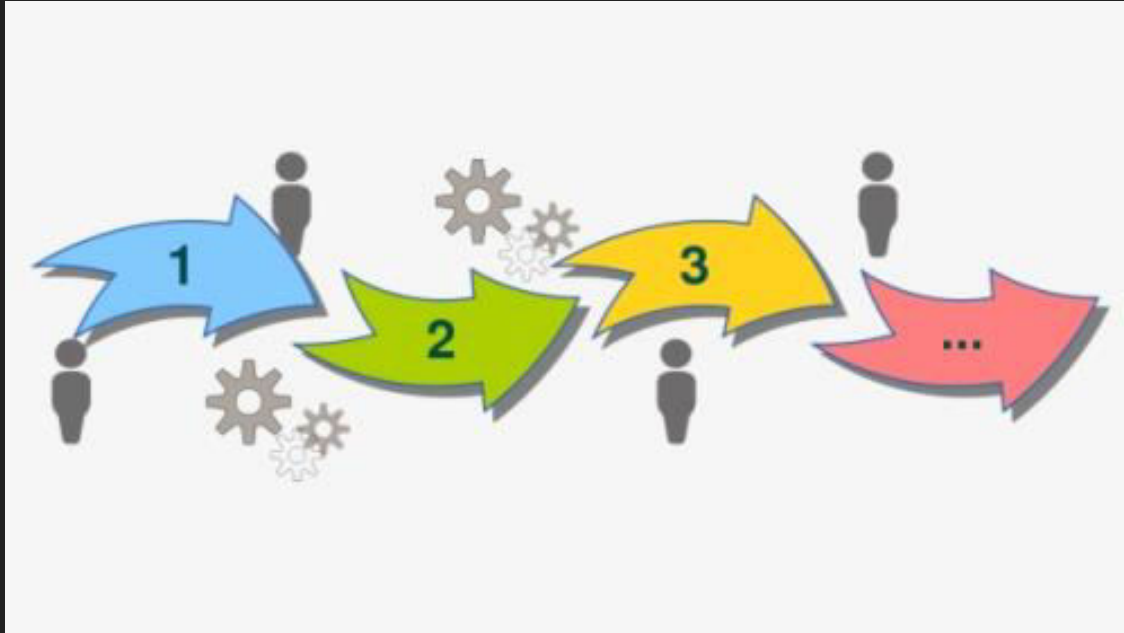
To calculate  
employee job  
satisfaction index.

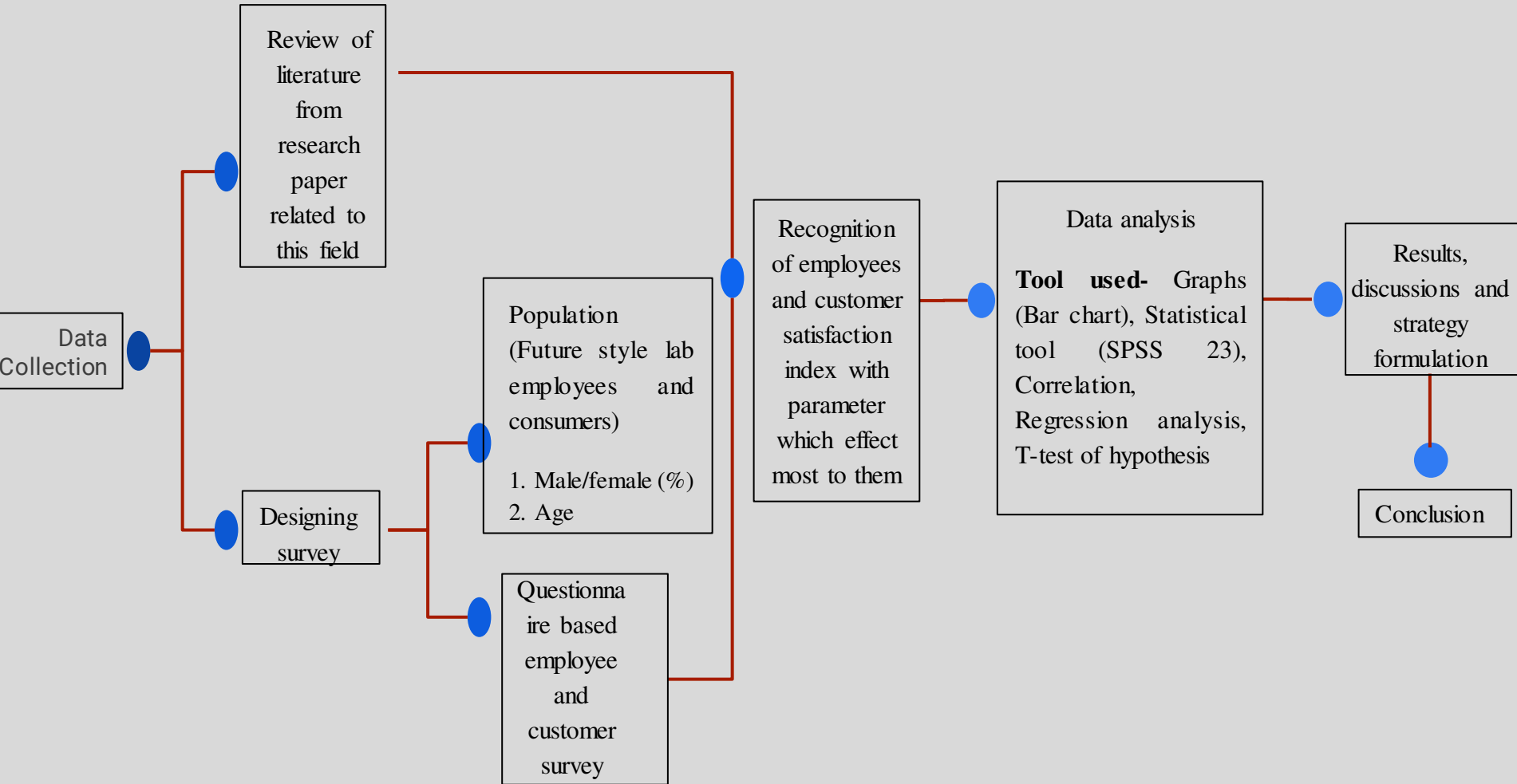


To calculate  
consumer  
satisfaction index.

To formulate  
strategies in order to  
retain employees,  
improve job  
satisfaction and  
hence generate  
quality customer  
services.

# Methodology





# Strategies





In the company, **Six levels** can be introduced to manage and control people in the organization.  
Each level has definite set of skills and knowledge.

Addressing Job Satisfaction factor-

Type of work

### Job Level 5

- This level employee is accountable for the whole business operations.
- Requires ability to make critical decisions, making strategic changes leading the company to compete with competitors.



### Job Level 6

This position is the ultimate top level.

- Creating the aim, value and targets for company.
- Requires excellent knowledge of retail environment in cross cultural market.
- Building a vision for changes in future and how to differentiate from others..

### Job Level 4

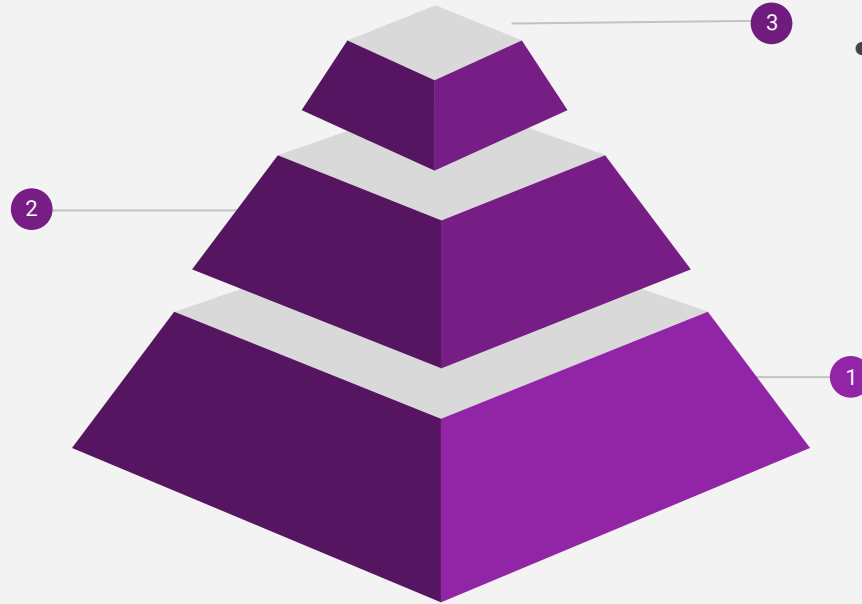
In this level support is given to the operating unit as well as recommending required strategic changes.

- This will involve sound knowledge of the company.
- It is needed to have skills to analyse information to make decisions.
- Requires higher ability to lead the operating units.

### Job Level 2

This level employee needs to lead a group of customer service team members.

- Needed to maintain and manage resources.
- Their task includes setting and achieving targets.
- Motivating team members to perform at their best .



### Job Level 3

This level of operation requires for the employee to run a whole unit.

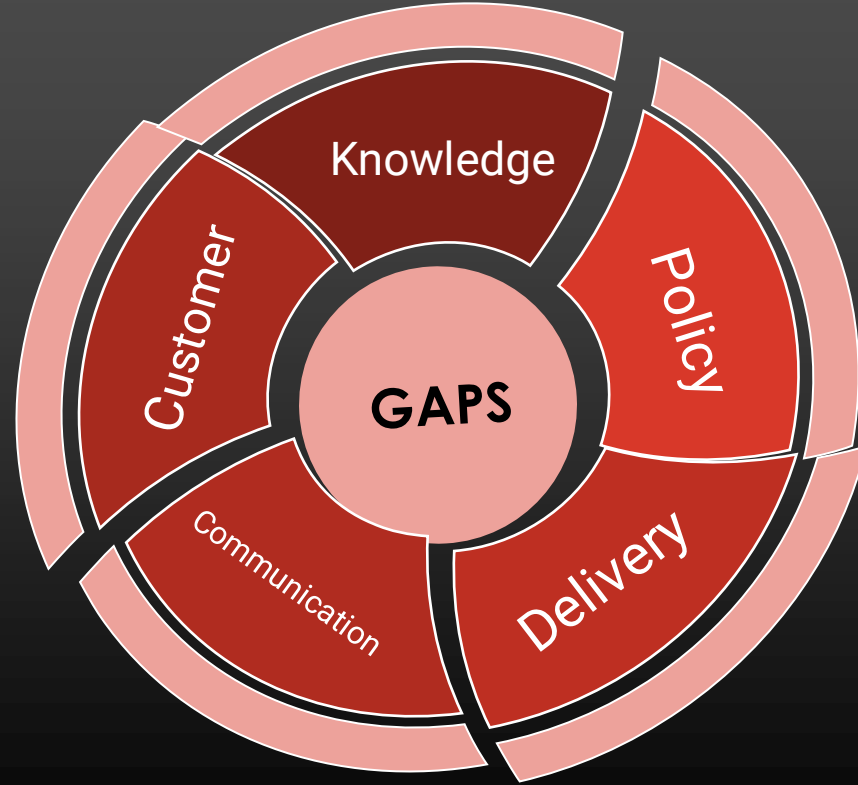
- Requires higher level of management with running an operating unit.
- Requires management skills, including planning, continuous target setting and reporting to higher authorities.

### Job Level 1

This level involves directly facing customers.

- Various in store tasks involve stocking the store with right level of products.
- This position requires following company procedures and working accordingly.
- Enthusiasm is needed to interact with customers.

# GAP Analysis



# Conclusions

- Research has proven that job satisfaction is directly related to enhanced performance (customer service).
- To maintain profitability in the firms, leaders must take necessary measures to reduce the factors that increase job dissatisfaction and improve working conditions over time.
- Our research reminds business leaders that becoming more customer-oriented while allowing workplace morale to suffer is a poor and short-sighted strategy.
- Instead, customer and employee satisfaction should be seen as two sides of the same coin.

# Team



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