

Executive Summary

This Study “ A Study On Customer Satisfaction towards Reliance Smart” is conducted to determine the satisfaction level of the customers at Reliance Smart. Customer Satisfaction helps to know about the level of satisfaction gained by the customer from the company’s offerings.

This study will assist in analyzing whether the customer expectations are met by the retail outlet. This Customer Satisfaction Survey will assist in understanding the expectations of the customers and will help the company to provide much better retail services.

This study “ A Study On Customer Satisfaction towards Reliance Smart” is conducted by carrying out a customer satisfaction survey. A sample size of 50 customers is considered and Random sampling method is applied. Customers are randomly picked and are asked to respond to the questions in the questionnaire about the satisfaction level, their expectations from the retail outlet, their opinion and perception towards the offers etc. These responses are collected using Questionnaires and are tabulated and analyzed.

The primary goal of this research is to determine customer happiness since customer pleasure leads to repeat purchases and increases consumer loyalty to the store.