

Indian logistics industry coming of age in customer satisfaction - Chander Agarwal, TCI

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The Indian logistics industry is adopting various coming-of-age measures in order to increase customer satisfaction level



With the onset of reforms, a new era has emerged for India and marked the advent of the real integration of the Indian economy into the global economy. The new economic reform, popularly known as, Liberalisation, Privatisation and Globalisation (LPG model), is aimed at making India emerge as the fastest growing economy and a globally competitive nation.

In the present scenario, the underlying success of any enterprise is more than ever dependant on its customers. Companies that have pre-empted the business scenarios and have aligned their services to meet the needs of customers have emerged successful. A fundamental business shift is taking place in today's business scenario wherein companies apart from focusing on their products or services have an equally strong focus on customers.

Customers have always been integral to the innovation process. However, current global business conditions have shed new light on the value of customer interactions and the necessity of the innovation process itself which helps the customer to achieve his targets and thus makes him not only satisfied but also successful.

Customer relationship in logistics industry

The logistics sector in India has become a key enabler to the economic growth witnessed by the Indian economy over the last few years. The Indian logistics industry is touted to witness significant growth in the coming years. This can be directly attributed to the growth experienced by major industries such as automobile, pharmaceutical, retail and FMCG, among others.

More and more companies are going in for third-party logistics (3PL) services. Instead of just a service or a product, customers look for solutions and the companies who understand this simple equation differentiate themselves from the crowd. To meet the expectation levels of these sectors, logistics companies are bringing in a lot of innovation and expertise, something that was totally unimaginable in the last 50 years. As customers grow up to a more advanced and technology driven era, service providers too have brought in smart and better solutions.

In this era of cut-throat competition, the most successful companies today are proactive, forward-looking and competitive; keep on adding new and innovative products and services to their customers. They keep an eye on anticipating emerging trends and opportunities, refocusing business strategy and vision and aligning resources to maximise corporate performance through best-in-class business performance management solutions. This renewed orientation towards the nature of the customer interface has led to a view of customers as a source of knowledge.

The key to success for both service providers and users lies in how companies can manage the development of their new products and services to fulfil unarticulated customer needs and un-served markets. The speed of innovation (i.e. the idea to market) may provide the most viable competitive edge, which is the way to sustainable competitive advantage.

Customer delight initiatives

Good Customer Service is the key to success and growth for any organisation. Transport Corporation of India (TCI) clearly understands the importance of customers and stands for fair practices in all aspects of business. From fleet designs to suit specific customer requirements or customer handling systems leading to process reengineering, technology integration, infrastructure upgradation and training of manpower, TCI has left no stone unturned in its endeavour to offer customers a superlative experience.

Adopting these measures will definitely raise the standards of the Indian logistics industry and establish amongst the business entities the importance of this function. Eventually the customers will benefit, as the logistics functions gain importance. As the transportation and logistics industry in India slowly matures, it is bound to evolve with changing customer needs. It is thus well established that customer is the one who redefines the business equations.

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