



A STUDY ON EFFICIENCY OF COURIER DELIVERY PRACTICES WITH SPECIAL REFERENCE TO PROFESSIONAL COURIERS CHENNAI

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Abstract: Courier services are essential to the smooth running of modern commerce. The advent of e-commerce has revolutionised the retail industry. In tandem, courier services have evolved and become more sophisticated. The courier industry is seeing a rise in quality-conscious consumers who know what they should demand from their service providers. This article reports on a study that examined the efficiency and timeliness with which professional couriers made their deliveries. This research is among the first to apply concepts from knowledge management and logistics management to the courier service sector.

The researcher has gathered the necessary data for this study by administering a questionnaire. The goal of data analysis is to summarise and organise the data acquired in a way that provides answers to the research questions. This is accomplished via the use of a variety of interrelated statistical methods.

To investigate the causes of complaints, questionnaires were distributed. A total of twenty-four questions were designed to elicit the desired information from the respondents. Eighty participants served as the primary data source. The study's data was examined with the help of the chi-square test and the simple percentage approach.

I. INTRODUCTION

The hub and spoke model is the backbone of any competent courier service. Its goal is to provide services that are affordable, dependable, and on-time. Across India, they have over 200 Major Hubs, 850 Support Hubs, and 3300 Branches, allowing them to reach over 70,000 Different Locations. Worldwide services for their Mumbai, Chennai, Kolkata, and New Delhi gateways are coordinated with their worldwide business associate centres in New York, Dubai, Singapore, and London to provide a seamless international operation.

Delivering documents and other forms of cargo, including high-value, time-sensitive packages, is only one of the many services offered by professional couriers in India and around the world. The company's tailored services are delivered by integrated multi-model distribution systems that use both ground transport and air/sea shipping to meet the unique needs of each customer. When transmitting documents that are not time-sensitive, a person may choose to send them via regular mail. Once "regular" has been sent, the person can proceed. That person will be reached by the courier at their customary time.

If the sender needs their paperwork quickly, they should use the "urgent" shipping option. Individual can send through an "Urgent" message. This signifies that the courier will arrive at the specified location earlier than usual. Extraordinary if the documents the sender is sending are time-sensitive or otherwise unique. The "special" message can be sent through. This means the courier will get to the designated recipient as soon as possible, usually the same day.

The explosive development of e-commerce services is driving a paradigm shift in the courier industry, a critical part of modern trade. In light of these shifts, the reliability and effectiveness of courier services have become mission-critical. Modern consumers (1) care not only about timely deliveries, but also about the quality of the service provided by their couriers. The purpose of this research is to analyse and evaluate the effectiveness of professional courier services in the Indian metropolis of Chennai. It explores the overlap between logistics management and knowledge management in the courier service industry, illuminating the complex interplay between the two and its impact on service timeliness and quality (2).

We have used a carefully crafted questionnaire, a tried and true research instrument (3), to collect empirical data and insights. We want to undertake a thorough study of the data collected using statistical approaches like simple percentages and chi-square tests to draw conclusions that answer important research questions.

The study uses a structured questionnaire to identify the causes of customer complaints and to illuminate the opportunities and threats facing the courier delivery industry as a whole (4). Using primary data from eighty participants in Chennai, we want to learn useful information about the effectiveness and punctuality of courier deliveries made by Professional Couriers.

The findings of this study may be useful for courier businesses who are looking to improve their offerings and attract more satisfied customers (5). In addition, they provide helpful information for customers to use while deciding which courier services to use. Our research adds to the growing body of literature on the topic, highlighting the critical need to address the dynamic nature of modern courier service procedures.

A. Objective of Study

- To study the factors contributing to efficacy of courier service delivery practices.
- To analyse the relationship between satisfaction in courier services and recommending same services to others.
- To find out the most favourable service aspect of professional couriers according to customer opinion.

B. Scope of Study

The scope of study for Professional Couriers would depend on various factors such as the nature of the courier industry, the specific services offered by the courier company, the target market, and the company's objectives. However, some of the key areas that could be studied by individuals looking to enter the courier industry or advance their careers within it include: Logistics and supply chain management: Understanding how to efficiently manage the movement of goods, optimize delivery routes, and track shipments is essential in the courier industry.

II. RESEARCH METHODOLOGY

The researcher is Descriptive in nature. Study used both Primary & Secondary Data and collected from 80 respondents across Chennai from the various freight forwarding agency using Convenience Sampling Technique. The researcher used structured questionnaire and circulated through Google form. Chi Square and Weighted average Analysis were used for Analysis. SPSS-22 was used.

A. Sources of data collection

This study uses convenience data collection from Professional courier customer services provider with special reference to Chennai region. The data was collected in standardized questionnaire format with the help of google form.

B. Tools for analysis

Statistical tools such as chi- square, weighted average, Factor analyses and descriptive Analysis were used to experimentally assess the data that had been gathered with the help of statistical package for social science. (SPSS)

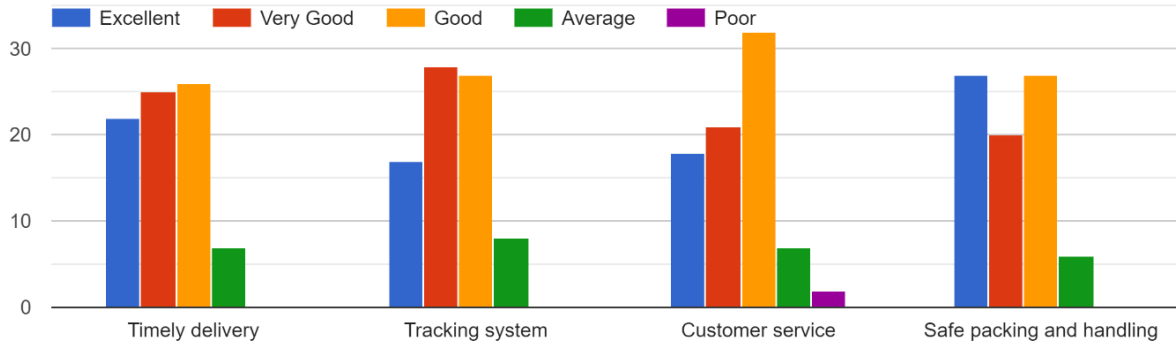
III. DATA ANALYSIS

A. Weighted Average

Table 3.1 Factors contributing to competitive advantage of Professional Couriers

	Timely Delivery	Customer Service	Safe Delivery	Tracking System	Total
5 Excellent	110	90	135	85	420
4 Very Good	100	84	80	112	376
3 Good	28	96	81	81	336
2 Average	14	14	12	16	56
1 Poor	0	2	0	0	2
Total	302	386	308	294	1190

Rate the following aspects of Professional couriers?



Interpretation

According to weighted average analysis conducted on factors contributing to competitive advantage of Professional Couriers it was found out that the Customer Service is the First rank criteria in customer satisfaction. Safe delivery ranked second followed by the timely delivery as the third rank and finally the tracking system as per the customer satisfaction

B. Chi-Square Tests

Table 3.2 Chi-Square Tests Analysis

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.940 ^a	16	.327
Likelihood Ratio	22.098	16	.140
Linear-by-Linear Association	.281	1	.027
N of Valid Cases	80		

19 cells (76.0%) have expected count less than 5. The minimum expected count is .19.

Interpretation

- H0: There is no relationship between overall value of money from Professional couriers and possibility of continuing the services in future
- H1: There is a relationship between overall value of money from professional couriers and possibility according to chi square analysis, the p value is 0.19 which is less than 0.05, so we reject H0 and accept H1. This clearly indicates that the customers who received good value for money are going to continue their association with Professional Couriers.

C. Factor Analysis

Table 3.3 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.766
Bartlett's Test of Sphericity	Approx. Chi-Square	647.105
	df	210
	Sig.	<.001

The Bartlett’s test of Sphericity helps a researcher to decide, whether the results of factor analysis are worth considering and whether we should continue analysing the research work.

The significance level for the Bartlett's Test of Sphericity is a high level of correlation between variables, which make it adequate to apply factor analysis

D. Descriptive Statistics

Table 3.4 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
How frequent you use professional couriers?	80	2	5	3.40	.963
Does the delivery of your courier is on time 5?	80	3	5	4.11	.871
Are you 4 with the international service of the professional couriers?	80	1	5	3.50	.914
Is professional courier cost effective?	80	1	5	3.35	.929
Is packaging in professional couriers 3?	80	2	5	3.89	.729
Is the tracking system updated properly?	80	1	5	3.61	.961
How do you feel about the customer care service at professional couriers?	80	1	5	3.69	.773
Do you 4 with the pricing for the type of shipment you prefer?	80	2	5	3.79	.774
How do you rate our package tracking system?	80	2	5	3.95	.825
Customer appreciation	80	1	2	1.93	.265
How often you experience delayed deliveries?	80	1	5	2.68	1.111
How much 4 with the ordering service?	80	2	5	3.95	.673
How often you experience damaged 3 while delivery?	80	1	5	2.46	1.242
The weather has 1 bearing on when the delivery will be delivered?	80	1	5	3.38	.973
Rate the following aspects of Professional	80	2	5	3.78	.954

The table shows that the customers of professional couriers are satisfied with certain logistics service quality aspects provided by the Professional couriers more than other aspects. Where we can observe that the customers are highly satisfied with delivery of courier on time, and it has the highest mean value 4.11 followed by tracking system of professional couriers with mean value 3.95.

IV. RESULT & DISCUSSION

A. Findings

- It is clear from the information given in the above pie chart that the most of the customers are male (65%) and female (35%).
- From the above pie chart, it is found that majority of the people who use professional couriers are in between the age of 20-30 years (75%) and then the people below the age of 20 (17.5%).
- From the above pie chart, it is clear that the most type of customers are students (55%) followed by employees

(38.7%) and then other people (6.3%).

- It is clear from the pie chart that 33.8% of people use professional couriers sometimes and 32.5% of people use professional couriers occasionally and 20% of people use it rarely and 13.8% of people choose professional couriers always.
- From the above pie chart, it is clear that most of the people are satisfied with the delivery of couriers on time. 43.4% of people receive their couriers on time always whereas 32.5% of people receive their couriers on time sometimes and 23.8% of people receive their couriers on time occasionally.
- From the above pie chart, it is clear that 37.5% of people are satisfied with the international services of the professional couriers. 41.3% of people are neither satisfied nor unsatisfied with the international services of professional couriers.
- It is clear from the pie chart that 43.8% of people neither strongly agree nor strongly disagree with the cost effectiveness of the professional couriers. 30% of the people are agree with the cost of professional couriers. 12.5% of people disagree with the cost of professional couriers and 11.3% of people strongly agree with the cost effectiveness of the professional couriers.
- It is clear from the pie chart, that 50% of people agree with the packages done in professional couriers. 28.7% of people neither agree nor disagree with the packaging and 20% of people strongly agree with the packages done in professional couriers.
- From the above pie chart, we can conclude that 43.8% of people agrees with the tracking system of the professional couriers. 27.5% of people neither agree nor disagree with the tracking system of the professional couriers. 16.2% of people strongly agree with the tracking system and 10% of people disagree with the tracking system of professional couriers.
- From this pie chart, it is clear that 55% of people are satisfied with the customer care services at professional couriers, 31.3% are neither satisfied nor unsatisfied with the customer care services of professional services. 10% of people are fully satisfied.
- It is clear from the pie chart, that 55% of the customers are satisfied with the pricing for the shipment they prefer. 23.8% of customers are neither satisfied nor unsatisfied with the pricing for the shipment they prefer and 15% of people are fully satisfied with the pricing.
- From the above pie chart, we get to know that 51.2% of customers are satisfied with the tracking system of professional couriers. 25% of the people are fully satisfied with the tracking system and 17.5% of customers are neither satisfied nor unsatisfied with the package tracking system.
- It is clear from the pie chart that 92.5% customers are satisfied and happy using professional couriers.
- From the pie chart, it is clear that 45% of the customers are satisfied for the safe delivery of the professional couriers and 21.3% of the customers are satisfied for the timely services of professional couriers, 20% of the customers are satisfied with the services provided in the professional couriers, 8.8% of the customers are satisfied with the customer care of the professional couriers.
- From the pie chart it is clear that 38.8% of people use professional couriers once in a month, 36.3% of people use professional couriers once in every three months, 18.7% of people use professional couriers more than once in a month and 6.2% of people use professional couriers daily.
- From the above pie chart, it is clear that 35% of the customers experience delay in deliveries and 25% of the customers experience delay in deliveries rarely and 17.5% of customers experiences delay in deliveries occasionally and 17.5% of customers does not experience delay in deliveries.
- It is clear from the pie chart, that 58.8% of the customers are satisfied with the ordering services of professional couriers and 21.3% of customers are neither satisfied nor unsatisfied with the ordering service and 18.8% of the customers are fully satisfied with the ordering services in professional couriers.
- From the above pie chart it is clear that 66.2% of the people use professional couriers for shipping parcels, 17.5% use for shipping letters, 11.3% of people use for shipping excess or oversize shipments.
- It is clear from the pie chart, that 26.2% of people never experienced damaged goods while delivery, 30% of people experienced damaged goods rarely, 23.8% of people experienced damaged goods sometimes, 11.3% of people experienced damaged goods often and 8.8% of people experienced damaged goods always.
- It is clear that 12.5% of customers strongly agree to the statement “The weather has no bearing on when the delivery will be delivered”. 30% of customers are neutral to the statement “The weather has no bearing on when the delivery will be delivered” and 45% of customers agree to the statement “The weather has no bearing on when the delivery will be delivered”.
- From the above bar graph, we get to know that, for timely services, 26 customers rated good, 25 customers rated very good 22 customers rated excellent and 7 customers rated average.
- For tracking system, 28 customers rated very good, 27 customers rated good, 17 customers rated excellent and 8 customers rated average.

- For customer services, 32 customers rated good, 21 customers rated very good, 18 customers rated excellent, 7 customers rated average and 2 customers rated poor.
- For safe packing and handling, 27 customers rated excellent, 27 customers rated average, 20 customers rated good, and 6 customers rated average
- It is clear that 41.3% of customers are neither satisfied nor unsatisfied with the professional couriers, 31.3% of the customers are satisfied with the professional couriers 11.3% of customers are not satisfied with the professional couriers
- From the pie chart, it is clear that 28.7% of customers are satisfied with the professional couriers able to resolve the issues during the delivery process till the delivery, 33.8% of the customers neither satisfied nor unsatisfied with the professional couriers able to resolve the issues during the delivery process till the delivery.
- From the pie chart, we can conclude that 43.8% of customers will recommend others to use professional couriers always and 22.5% of the customers recommend others to use professional couriers sometimes.

B. Suggestions

- Given the gender distribution of customers, consider tailoring certain services or marketing strategies to cater to the preferences and needs of both male and female customers. This could include offering specialized packaging options or delivery time slots.
- Since the majority of customers fall in the age group of 20-30 years, consider marketing campaigns that specifically appeal to this age bracket. This could involve digital marketing, social media engagement, and promotions that resonate with younger audiences.
- With students representing a significant portion of your customer base, explore partnerships with educational institutions or offer student discounts to further tap into this market segment. Additionally, provide features like real-time tracking that align with student schedules.
- To address the significant proportion of customers who use the service "sometimes" or "occasionally," consider loyalty programs or incentives for more frequent usage. This can help build customer loyalty and increase the overall customer base.
- Since most customers value on-time deliveries, it's imperative to invest in efficient logistics and route planning. Continuously monitor and optimize delivery routes to ensure timely service.
- Given the mixed feedback regarding international services, assess the specific pain points and areas where improvements can be made. Customer feedback surveys or focus groups could provide valuable insights.
- Address concerns about cost effectiveness by ensuring pricing transparency. Clearly communicate the pricing structure, including any additional fees, to manage customer expectations.
- Continue to focus on packaging quality, as it is an important factor for customer satisfaction. Training staff to handle packages with care can help reduce incidents of damaged goods.
- As customers express varying degrees of satisfaction with the tracking system, consider updates or improvements to make it more user-friendly and accurate.
- Invest in customer care training to address the concerns of customers who are not fully satisfied. Equip customer service representatives with the tools and knowledge to resolve issues efficiently.
- To meet the diverse needs of customers, explore flexible pricing strategies, such as tiered pricing options or discounts for bulk shipments.
- Establish a robust feedback mechanism to collect ongoing customer input. Use this feedback to make continuous improvements in service quality.
- Communicate clearly with customers about potential weather-related delays and how they may impact delivery times. Provide realistic estimates and alternatives when necessary.
- Implement key performance indicators (KPIs) to regularly monitor and measure service quality. This data can help identify areas for improvement.
- Engage with the local community through initiatives like sponsorships, partnerships, or charity events. Positive community engagement can enhance your brand image.
- Ensure that employees are well-trained and satisfied with their work. Happy employees are more likely to provide better service.
- Keep customers informed about any changes or improvements in services. This demonstrates transparency and a commitment to improvement.
- Continuously monitor the competition in the courier industry to identify best practices and stay ahead in terms of service quality.

V. CONCLUSION

The research shows that PROFESSIONAL COURIERS' commercials generally have a favourable effect on their target audiences. To improve services and cut down on customers transferring to competing brands, the corporation needs to deliver more regular advertisements through different media. The organisation needs to provide additional deals that are tailored to the customer's preferences.

As the world has become a global village, the study found, service providers must be ready to meet the challenges of the future by expanding their networks to all corners of the globe and improving their precision in local communities.

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