

## **A STUDY ON CUSTOMER SATISFACTION IN CUSTOM CLEARANCE SERVICE CONCERNING FREIGHT FORWARDERS**

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### **Abstract**

To move large quantities of goods across the country and around the world, Nations depend on their freight transportation system—a vast network of roads, bridges, rail tracks, airports, seaports, navigable waterways, pipelines, and equipment. A **freight forwarder, forwarder, or forwarding agent**, is a person or company that organizes shipments for individuals or corporations to get goods from the manufacturer or producer to a market, customer or final point of distribution. Forwarders contract with a carrier or often multiple carriers to move the goods.

**Key words:** Freight Forwarding, Freight transportation, Forwarding Agents

## **INTRODUCTION**

A forwarder does not move the goods but acts as an expert in the logistics network. The carriers can use a variety of shipping modes, including ships, airplanes, trucks, and railroads, and often use multiple modes for a single shipment. For example, the freight forwarder may arrange to have cargo moved from a plant to an airport by truck, flown to the destination city and then moved from the airport to a customer's building by another truck.

International freight forwarders typically handle international shipments and have additional expertise in preparing and processing customs documentation and performing activities pertaining to international shipments.

Information typically reviewed by a freight forwarder includes the commercial invoice, shipper's export declaration, bill of lading and other documents required by the carrier or country of export, import, and/or transshipment

A freight forwarder is an individual or company that dispatches shipments via asset-based carriers and books or



otherwise arranges space for those shipments. Common carrier types could include waterborne vessels, airplanes, trucks or railroads. The movement of international freight among nations relies on a complex array of long-distance transportation services. The process involves many participants, including shippers, commercial for-hire carriers, third-party logistics providers, and consignees

Moreover, global trade depends on seaport and airport services to move large volumes of merchandise over long distances via a variety of transportation modes. The interaction of these services and participants is vital to successful global trade. Freight forwarders typically arrange cargo movement to an international destination. Also referred to as International Freight Forwarders, they have the expertise that allows them to prepare and process the documentation and also perform related activities pertaining to international shipments.

Some of the typical information reviewed by a freight forwarder is the commercial invoice, shipper's export declaration, bill of lading and

other documents required by the carrier or country of export, import, or transshipment. Much of this information is now processed in a paperless environment.

Freight forwarders can assist with the supply chain process on multiple levels including:

### **Customs Clearance**

### **International export and import documentation**

### **Insurance**

### **Packing**

### **Storage**

### **Inventory management**

Freight forwarders use their trusted contacts with carriers and partners from air transport specialists and trucking companies to transoceanic lines in order to negotiate the best possible price. This may be using established commercial routes with regular frequent departures, or by charter, valuing different offers and choosing the better route that optimizes speed, costs and reliability, considering all the variables necessary for the analysis of each case.

Normally a freight forwarder handles a large volume of shipments, even from



one international destination to another, so they are a key part in triangular operations. At least three companies are involved in triangular operations (manufacturer, intermediary and final customer), each located in different countries, although there is a single delivery of goods and a single transport. This operation is complex from the point of view of the documentation and, above all, tributary with VAT settlement

## Research Questions

Which kind of Business you have?

Are you aware with all From where do you know about our organization and its services?

Are you satisfied with all the service of Om freight forwarders?

What is the most important factor for Satisfaction Regarding Custom Clearance & Freight Forwarder Services?

What is the Problem faced by you regarding Custom Clearance?

Do you find the Custom Clearance Procedure Easy?

Are you satisfied with our Executive & Managers Behavior?

Would you like to change your Freight forwarder & Custom

clearanceAgent?

## Objectives Of The Study

To Study the Procedure of Customs Clearance.

To Study customer Preference Regarding Custom Clearance Service with Special Reference to pearl Freight Forwarders.

To Identify the Factors Affecting Customer Satisfaction Regarding CustomClearance

## Limitations of the Study

Procurement Manager of Manufacturing Unit they don't have enough time to communicate by Om freightforwarder properly.

Manufacturers they do not ready to Response the questionnaire because it takes Longtime.

Exploratory research survey take a long time and 45 days not enough for this study

Some of Manufacturers they think me as a company's

It was a tough to handle a Procurement Manager and take response properly

## Primary Data

Primary data are those data which collected by researcher or investor



first time and it is newly. It means it is not collected by someone else or that data are not used which is collected by someone else. Primary data are collected through some techniques

### **Questionnaire**

In my research I was collected the primary data to using my own Efforts and skill through Questionnaire

### **Secondary Data**

Secondary data are those data which is not collected first time by the researcher which is already have been collected by someone else

Those data are taken by the researcher for analysis purpose only Secondary data are collected through using these techniques

- Internet
- Magazine
- News Paper
- Any other Research Report
- Government Published Report

In my research I collected secondary information through Internet

### **Data Analysis & Interpretation**

**Table: 1**

Question1. Which kind of Business you have?

| Type of Business | Frequency | Percentage |
|------------------|-----------|------------|
| Export           | 13        | 26         |
| Import           | 28        | 56         |
| Both             | 9         | 18         |

### **Data Interpretation:**

From the above data I found that 56% Manufacturer are Doing Import Business, and 26% are Doing Export Business, While 18% Manufacturer Doing Both kind of Business Export and Import

**Table: 2**

Question2. Are you aware with all the service provided by Om freight forwarders?

| Awareness about Om freight | Frequency | Percentage |
|----------------------------|-----------|------------|
| Yes                        | 50        | 100        |
| No                         | 0         | 0          |

### **Data Interpretation:**

From Above data I found that 100% Manufacturer are satisfied with the service of Om Freight Forwarders because the sample size is 50 Manufacturer is the Customer of Om freight

**Table: 3**

Question3. From where do you know about our organization and



its services?

| Source of Information | Frequency | Percentage |
|-----------------------|-----------|------------|
| Advertising           | 8         | 16         |
| Reference             | 14        | 28         |
| Cold Calling          | 28        | 56         |

### Data Interpretation:

From above data I found that 56% Manufacturer are Aware through Cold Calling by Om Freight Executive and 28% are Aware about its by References. 16 % Manufacturers are Aware through Advertising done By Organization

**Table: 4**

**Question4. Are you satisfied with all the service of Om freight forwarders?**

| Level Of Service | Frequency | Percentage |
|------------------|-----------|------------|
| Yes              | 34        | 68         |
| No               | 16        | 32         |

### Data Interpretation:

From Above data I found that 68% Customer are satisfied with the service of Om Freight Forwarders and 32% Customer are not satisfied with its services

**Table: 5**

**Question5. What is the most important factor for Satisfaction Regarding Custom Clearance & Freight Forwarder Services?**

| Factor for Satisfaction | Frequency | Percentage |
|-------------------------|-----------|------------|
| Clearance of Goods      | 18        | 36         |
| Fast Documentation      | 10        | 20         |
| Competitive Rate        | 5         | 10         |
| Timely Delivery         | 7         | 14         |
| Less Transit Time       | 6         | 12         |
| All                     | 4         | 8          |

### Data Interpretation:

From above Data I found that 36% customer are satisfied by Clearance of goods .while 20% are satisfied by the Fast Documentation Process by Om Freight and 14% Customers are satisfied by Timely Delivery of Goods.12% Customer are satisfied by Less Transit time taken by Om Freight and 10% are satisfied by its Competitive Rates, While 8% Customer are satisfied by its All Service provided by Om Freight Forwarder

**Table: 6**

**Question6. What is the Problem faced by you regarding CustomClearance?**

| Basis of Problem        | Frequency | Percentage |
|-------------------------|-----------|------------|
| Goods broken in transit | 19        | 38         |
| Documentation Problem   | 11        | 22         |
| Delay in Clearance      | 13        | 26         |
| other                   | 7         | 14         |

### Data Interpretation:

From above data I found that 38% customer of Om freight facing the problem of Goods Broken in transit. While26% Customer are facing the



problem of Delay in Custom Clearance of Goods and 22% customer are facing Documentation Problem which takes Long Time and 14% customers are facing the other kind of problem in Exception Case

**Table: 7**

**Question7. Do you find the Custom Clearance Procedure Easy?**

| Custom Procedure | Frequency | Percentage |
|------------------|-----------|------------|
| Yes              | 37        | 74         |
| No               | 13        | 26         |

Data Interpretation:

From above data I Found that 74% Customers are feeling Custom clearance procedure are easy by Om Freight Service. While 26% Customer feels its difficult procedure that's take a long time

**Table: 8**

**Question8. Are you satisfied with our Executive & Managers Behavior?**

| Satisfied from | Frequency | Percentage |
|----------------|-----------|------------|
| Yes            | 34        | 68         |
| No             | 16        | 32         |

**Data Interpretation:**

From above data I found that 68% customer is satisfied with our Executive and Managers Behavior. While 32% Customer are not satisfied

with the Behavior of Managers

**Table: 9**

**Question9. Would you like to change your Freight forwarder & Custom clearance Agent?**

| Changes of Agent | Frequency | Percentage |
|------------------|-----------|------------|
| Yes              | 11        | 22         |
| No               | 39        | 78         |

**Data Interpretation:**

From above data I found that 78% customers of Om Freight do not want to change his Custom and Freight Forwarder agent, while 22% Customers want to change

### **Findings**

So as for my research work I was analyzed, calculate my whole data to covert it meaningful information for compulsion my research objective and also after using graphical presentation I was found certain things which is as follow

56% Customer are doing the Business of Import

56% of Customer is Aware about Organization and its Services through Cold calling by Om Freight executive.

68% Customer are satisfied with the service of Om Freight which is provided by the company



The Clearance of goods is a factor which satisfied 36% of Customer and somehow Competitive Rates and Fast Documentations is the service of Om Freight that Satisfied Customers.

Customers are faced Problem of Goods Broken in Transit and some How Documentation Problem.

68% Customers are satisfied with the Executive and Managers Behaviors.

74% customers Feels Custom Clearance Procedure is Easy.

Those Customers who already used our service, most of them do not change their Custom house Agent and Freight Forwarders service Agent.

## **Conclusions**

As most of the customers are satisfied with the services provided by the organization, The company has to retain the customers by giving more customer care by taking corrective action in all their limitations like customs process, import handling and value added services. The Customers can use this means very efficiently. Using this project our searching process becomes easy. The company has achieved more profit This

Company has effectively replaced many other transport corporation

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