
“Study of Customers Satisfaction with respect to Blue Dart DHL Courier Services”

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Abstract:

Courier services are a more specialized delivery service that businesses and individuals turn to when they need a package or a document to reach its destination quickly. While regular mail services can also deliver packages rapidly, but they cannot guarantee same day delivery or overnight delivery as the case may be. Sending a package or a letter a long distance but with the maximum amount of security will also necessitate the hiring of a courier service – except that you will have to turn to the big services that include overnight flights, shipping and other delivery systems.

Courier services are currently a multi-billion dollar industry that helps the wheels of business to turn smoothly. Without couriers in our cities we would have to rely on regular post for the shipment of our documents and packages – something that would be both inconvenient and a waste of time. Most courier services charge reasonable rates for deliveries. Generally rates are based on the distance something needs to be delivered – and, in the case of inter-city, international or overseas deliveries the cost is usually based on weight and distance. Finding a good, reliable courier service is something every company will have to do at a certain point in their growth. Once they begin dealing with larger numbers of clients and have to deliver products or packages on a regular basis, having a solid courier service in their corner is essential. Therefore, consider the importance of courier services, the Researcher has decided to Study the Customers Satisfaction with respect to Blue Dart DHL Courier Services

Keywords: *Courier Services, Reasonable Rates, Rising Industry, Security.*

I. Introduction:

Courier services have been around for a very long time. Ancient cultures had runners or horsemen to carry messages from one place to another without the hassle of going through the more commonly used slow channels. Another reason that couriers became such an important fixture in the delivery sector is that they were able to provide greater security to a parcel or letter.

The term “courier service” can refer to every form of delivery or transport service ranging from a small, local operation to an international network servicing millions daily using a fleet of trucks, planes, trains and ships.

An [individual](#) is responsible for the [exchange](#) of [items](#) between two or more [parties](#). Couriers are usually [employed](#) by a [company](#) that [charges](#) a [flat rate](#) to the party [using](#) the [courier service](#). Federal Express, [UPS](#), [DHL](#), and the [United States Post Office](#) all employ couriers to [deliver mail](#) and [packages](#). Couriers are extremely important in busy cities because they are [able](#) to use other [modes](#) of [transportation](#) such as bicycles and motorcycles to maneuver around heavy [traffic](#).

Technically, courier services are not supposed to be able to lose a letter given their intricate tracking systems. Plus, you can rest assured that the intended recipient will get the letter as they will have to sign for it at the other end. There are different courier services to which you can turn if so needed. In cities couriers can take the forms of cars, bikes, motorcycles and even taxis. Bike couriers are the most practical in cities as they are able to weave in and around traffic and are not constrained to the same kind of traffic issues with which car couriers must deal. Naturally, for longer distances, car or motorcycle couriers are a more practical and convenient choice.

Amongst all the types of courier services, international courier service is the solution to send the parcels or documents from one country to another which can be sent by air or sea. If you need to send a document to a university located out of your country or send some snacks to your relatives staying out of your country, then you can send it through international courier services. So, next time when you are planning to send a gift to your friend staying abroad, just don't worry about it, you can send it through overseas courier services provided by the best courier company. If you are planning to relocate out of your country and lot of stuff to move, then you can go for international cargo shipping which will ensure the safe and timely delivery of your belongings. So, whether it is document courier service, parcel courier service or cargo shipping service, the main goal of all the cargo services is to enable your courier to reach to its destination safely without any damages

Definition:

“Fast, door to door, local or international, pickup and [deliveryservice](#) for high-value [goods](#) or urgently [requireddocuments](#) is called as courier services.”

II. Courier Services in India:

Courier services play an important role when it comes to sending parcels across the world. This article will briefly tell you about the history of courier services in India.

Courier service was started 15-20 years ago in metropolitan cities of India. With the time, this industry has now widespread reaching in small cities and some rural areas. Many private business firms use this facility as primary means for sending their goods and other products to customers due to its efficiency and reliability.

This service can be further divided in to three categories which are mentioned below:

1. Intra city
2. Inter city
3. Air express or cargo

Some of the main reasons for rapid growth in this industry are advancement in technology, extension of business sector and liberalization etc. Most of the courier service companies also offer online courier tracking facility.

III. Types of courier Services

There are many different types of courier services to suit the needs of the business and the individuals across the country. Transporting goods and information is often critical in terms of timing, security, and correct delivery location, which is why the courier is such an in demand and essential services.

Following are the different types of the courier services:

- 1) On-board courier
- 2) Personal courier services
- 3) Same Day Courier Services
- 4) Overnight Courier Services

5) Standard courier services

6) Back loads and part loads courier services.

1) On-board courier:

Aside from chartering a plane, an on-board courier is the most expensive and in depth courier service. While being extremely expensive, this type of courier is often necessary when item of extremely important needs to travel. This could be the case for things such as medical cargo, critical part or tools or sensitive business or legal information.

2) Personal courier services:

This type courier is often used in big cities or over relatively short distance. They can carry a range of cargo from super sensitive or delicate material to standard office documents and files. This type of courier will be used in large companies with complex mail system to ensure that a package reaches to the right person in a timely manner. In some cases, these courier are also bike courier in that they use a motorbike or pushbike to navigate between locations quickly however, they may also use typical transport such as cars, vans and trucks.

3) Same Day Courier Services

Same day courier services are often available for location within a reasonable distance of the sender. It's normally items of an urgent or delicate nature that are sent through a same day courier service, and this category may carry over to the personal courier service, but not necessarily if a longer distance are covered. Obviously this types courier services come at an additional price.

4) Overnight Courier Services

Many couriers offer overnight delivery services to the certain destination. These are often cheaper than the courier services listed above, but can be more expensive than standard courier services. The destinations offered vary, but many couriers can cover a large distance in that time. Typically a courier network will take care of customer package and normally conditions apply such as a cut off time to put package in for this services.

5) Standard courier services

Standard courier services are most familiar and commonly used type of service for individual and business. While most timely this service at not normally as fast as other courier services, and they are priced appropriately for this service.

6) Back loads and part loads courier services

This type of business services is often beneficial for businesses that rely on frequent delivery of the items from a courier. This system operates on a commonsense delivery system that operates less on the idea of urgency but can save the business money while often still delivering the positive result.

IV. Profile of the Organization:

1) Blue Dart:

Founded- 1995

Company Slogan- Flying ahead of time

Headquarter- Chennai, India

Key Person- ShivamRai, [Managing Director](#) , ShajiKarunakaran ,
Deputy [Chief Operating Officer](#) and Chief Engineering Manager

Website- bluedartaviation.com

The airline was incorporated in 1995 as a wholly owned subsidiary of Blue Dart Express, a Mumbai based integrated express package Distribution Company. It is now part of [DHL Aviation](#) and owned by [Deutsche Post DHL](#). Blue Dart Aviation started operations on June 1996 with two Boeing 737 Freighters bought from [Indian Airlines](#) and inducted its first Boeing 757 freighter in 2006

2) DHL Express:**Founded-** 1969**Headquarter-** Bonn. Germany**Key Person-** Ines Fiedler (CEO, Chairman)[Adrian Dalsey](#) (co-founder)[Larry Hillblom](#) (co-founder)

Robert Lynn (co-founder)

Website- www.dhl.com

Originally founded in 1969 to deliver documents between [San Francisco](#) and [Honolulu](#), the company expanded its service throughout the world by the late 1970s. The company was primarily interested in offshore and inter-continental deliveries, but the success of [FedEx](#) prompted their own intra-U.S. expansion starting in 1983. DHL aggressively expanded to countries that could not be served by any other delivery service, including the [Soviet Union](#), [Eastern Bloc](#), [Iraq](#), [Iran](#), [China](#), [Vietnam](#) and [North Korea](#).

V. Blue Dart and DHL Relationship

On 12th September 2002, Blue Dart and DHL signed a Sales Alliance Agreement which came into effect from 1st October 2002 on a principal to principal basis. This alliance was further strengthened in 2005 when DHL Express (Singapore) Pte. Ltd. acquired 81.03% stake in Blue Dart and currently holds almost 75% stake since 23rd November, 2012.

While Blue Dart is the leader of the air express industry in India, DHL Express is the No.1 international air express services provider in India offering its customers the entire spectrum of express services from international air express to high-end logistics solutions including repair and return, strategic inventory management and direct express inventory distribution.

The coming together of the world's No. 1 international air express service provider and India's No. 1 domestic express services provider is a logical step in a win-win relationship to benefit all the parties involved, the customer and the stakeholders of both organisations.

DHL is the world's leading express and logistics company offering customers innovative and customised solutions from a single source. With global expertise in solutions, express, air and ocean freight and overland transport DHL combines worldwide coverage with an in-depth understanding of local markets. DHL's harmonised international network links more than 220 countries and territories worldwide.

DHL continues to be at the forefront of technology and, with more than 1,50,000 dedicated employees, guarantees fast and reliable services aimed at exceeding customers' expectations. In addition, the alliance provides both organisations with the flexibility to grow their individual businesses unhindered. Blue Dart has a unique domestic infrastructure and is the only domestic cargo airline in the SAARC region, with a fleet of 4 Boeing 757 and 3 Boeing 737 freighters.

Blue Dart operates freighters to handle time-sensitive, express packages. Its aircraft are strategically positioned in Kolkata, Chennai and Bangalore, in close proximity to the countries of Bangladesh, Sri Lanka and the Maldives. Blue Dart can now offer its services to any customer, including any multi-national air express operator, who wishes to avail of quality distribution within the country and the region.

VI. Review of Literature:

In the article of The Economic Times dated January 29, 2015 mentioned that [Blue Dart DHL standalone profit rises 17 percent](#). Leading logistic firm Blue Dart DHL Express today reported 17.7 per cent rise in standalone net profit at Rs. 27.13 crore for the quarter ended December 2014. Its net profit in the same quarter of last fiscal was Rs. 23.04 crore, the company said in a filing to the BSE. Total income from operations during the quarter increased to Rs. 588.87 crore, from Rs.505.50 crore in the same period last financial year.

In the article of The Economic Times dated February 5, 2012 mentioned that [Blue Dart DHL registers Rs 23 crore profits for December quarter](#). Blue Dart today reported a stand-alone profit of Rs 23.04 crore for the October-December quarter of the current financial year. The company's profit in the corresponding quarter of the last fiscal was Rs 45.01 crore. According to a BSE filing by Blue Dart, the company has changed its accounting year to commence from April 1 of every year and to the end of March 31 of the following year, to pro-actively comply with the Companies Act, 2013. Consequent to this, the previous accounting period was for the fifteen months period from January 1, 2012 to March 31, 2013.

Sumantra Das has revealed in his article published in The Economic Times dated November 10, 2008 mentioned that [Blue Dart DHL to raise freight charges](#). Courier and Package Distribution Company Blue Dart is learnt to have decided to raise freight charges by 5% in a couple of months. Chief financial officer Yogesh Dhingra confirmed the imminent price hike. The inflation rate is affecting us badly. The manpower costs, property prices and rentals have gone up. We are increasing freight charges to maintain a steady margin. "The decision to raise prices comes despite a recent fall in aviation turbine fuel prices"

In the article of The Economic Times dated October 5, 2007 mentioned that Blue Dart DHL gets best cargo operator awards. Courier and integrated express package distribution company Blue Dart on Friday bagged the "Cargo operator of the year (Cargo Airline)" award for its network; value added services and cost efficiency. Blue Dart has a fleet of aircraft - two B757s and four 737s, and offers a payload of 300 tons each night across 62 route connections, the company said in a release that "This award not only reinforces our commitment to satisfying customer, it is the achievement of the company".

Mr. Krishna Kant has stated in his article published in The Economic Times, dated December 8, 2003 that [Blue Dart DHL to enter Saarc nations](#). After attaining pole position in the domestic express courier industry, Rs. 300-crore Blue Dart is now planning a foray into other SAARC countries. As a first step, the Mumbai-based courier major plans to enter the fast growing express logistic market in Sri Lanka. This will be followed by an expansion in other SAARC countries including Bangladesh, Nepal, Maldives and Bhutan. Presently, Blue Dart serves the Sri Lankan market through its distribution alliance with DHL Express.

VII. Objective, Hypotheses, Scope, Research Methodology and Limitations:**Objective of the Study:**

To study the customer satisfaction level with respect to Blue Dart-DHL courier services.

Hypotheses:

H₀: Customers are satisfied with courier services of Blue Dart-DHL.

H₁: Customers are dissatisfied with courier services of Blue Dart-DHL.

Scope of the study:

The study is forming on the courier services of Blue Dart DHL courier in Pune City. Data regarding on Perceptions of customers in regards to courier services with special reference to Blue Dart DHL is analysed on customer satisfaction level.

Research Methodology:

Sr. No.	Particulars	Details
1	Type of Data	Primary and Secondary Data
2	Population	Customers of Blue Dart-DHL courier services
3	Sampling Area	Customers of Blue Dart-DHL courier services in Pune city.
4	Nature of Source of Data	Quantitative.
5	Sampling Methodology	Convenience Random Sampling
6	Sample Size	250.
7	Nature of Data Collection Instrument	Non – disguised Structured Questionnaire.
8	Types of Questions	Closed ended
9	No. of Questions	9
10	Data Collection Methodology	Questionnaire and Personal Interview Customers of Blue Dart-DHL courier services.
11	Tools for Data Analysis	The tools such as Percentages, Proportions and Chi-square table used for presentation of the data and its analysis.
12	Statistical Tools for Testing of Hypotheses	Chi-square test is used for Hypotheses testing.

Limitations of Study:

1. Present research is based on available information collected through questionnaire from 250 respondents only.
2. The geographical area of the survey is Pune city for Primary Data.

VIII. Data Analysis & Interpretation:

H₀: Customers are satisfied with courier services of Blue Dart-DHL.

H₁: Customers are dissatisfied with courier services of Blue Dart-DHL.

Chi-Square test = $\sum (O-E)^2/E$

Sr. No.	Factors	Expected Value (E)	Observed Value (O)	(O-E)	(O-E) ²	(O-E) ² /E
1	Good Courier System	100	87	-13	169	1.69
2	Fair Invoicing system	100	96	-4	16	0.16
3	Efficient Payment Process	100	94	-6	36	0.36
4	Timely Delivery	100	103	3	9	0.09
5	Prompt Communication System	100	96	-4	16	0.16
6	Relationship with Personnel	100	94	-6	36	0.36
7	Overall Courier Facilities	100	83	-17	289	2.89
8	E-Services	100	102	2	4	0.04

9	E-tracking System	100	112	12	144	1.44
Total						7.19

Degree of freedom = $(n-1) = (9 - 1) = 8$

Level of confidence = 0.95 (95% significance level)

Chi square table value = 15.507

Calculated value is less than table value, hence, null hypothesis i.e. Customers are satisfied with courier services of Blue Dart-DHL is accepted at 95% significance level.

IX. Findings:

- 1) More than 80 % respondents are satisfied about the invoicing system of the company. Respondents also mentioned that the invoicing issues are fairly and satisfactorily resolved by the company.
- 2) 85 % of the respondents are satisfied about the credit and payment process of the company. Respondents also said that, company works effectively when credit and payment arises.
- 3) 88 % of the respondents are satisfied about company's procedure of the delivery.
- 4) According to 86 % of the respondents, company's personnel always try to communicate with good manner.
- 5) 84% of the respondents are satisfied for company's Technical, Web and Internet Services.
- 6) According to 87 % respondents, company's Tracking System is very easy.

X. Conclusions:

- 1) From this study researcher concluded that, customers of the Blue Dart-DHL courier services are satisfied with the overall level of the delivery of the product, invoicing system and credit payment process of the company.
- 2) Company has maintained respectable relationship with their customers. Company is always trying to meet customers' needs. Company's overall efforts are excellent than the other companies.
- 3) Company also provides valuable help to their customers as and when required.
- 4) Technical, web and internet services of the company are very informative and easy to use. Customers are also satisfied for said services.
- 5) Company's arrangements are excellent for arriving special and heavy deliveries and envelopes or shipments.
- 6) Company distribution channels of the courier are flexible and effective than other companies.

XI. Suggestions:

In today's competitive world, company should maintain the same consistency to achieve higher growth in the long run. Company should also try to provide their services at cheaper rates.

References:

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- 1) [Blue Dart DHL standalone profit raises 17 percent](#). January 29, 2015
- 2) Blue Dart DHL registers Rs. 23 crore profit for December quarter, February 5, 2012.
- 3) Blue Dart DHL to raise freight charges, Author - Sumantra Das, November 10, 2008.
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Web Sites:

- 1) <https://www.bluedart.com/bd-dhl.html>
- 2) <https://www.economictimes.com>
- 3) <https://www.economictimes.indiatimes.com>