

## *International Journal of Scientific Research and Reviews*

### **Satisfactory Level With Lic's Service**

**Maheswari S.<sup>1\*</sup>, and Indirajith R.<sup>2</sup>**

<sup>1</sup>Department of commerce.

<sup>2</sup>Department of commerce, Government Arts College.

#### **ABSTRACT**

The current scenario in the insurance industry is a complex and competitive environment tinged with little stability. The success of the insurance business depends on the awareness of the policy holders about the products and satisfaction of the policy holders regarding the service rendered by LIC of India. As per the instruction, given by IRDA the LIC of India opened branches in rural semi urban and urban areas. There are eighteen branches in division. The researcher has selected all these branches for this study. Insurance industry is a service-oriented unit. It renders services like sufficient space, display adequate information, suggestion box, timely intimation about premium, immediate premium receipt, coverage of risk etc. The study revealed that in general, all the respondents/policy holders have certain level of expectations from the services that are to be delivered by an insurance company. Their expectation level varies irrespective of the demographic profile. The forthcoming years will be more dynamic and challenging among the insurance companies as delivering excellent services to all the strata of the economy will ensure their share.

**KEY WORDS:** LIC, IRDA, Policyholders.

#### **\*Corresponding Author:**

**S. Maheswari,**

Research Scholar, Department of Commerce,

Thiru.Vi. ka. Govt. Arts College,

Tiruvarur- 610003. Tamil Nadu.

E-mail: [maheswaricommerce@yahoo.com](mailto:maheswaricommerce@yahoo.com)

## **INTRODUCTION**

Risk is an inherent and integral part of human life and work. The all prevailing risk cannot be eliminated, but can be minimized. One of the ideal device to combat risks and exigencies is the concept of insurance.

LIC of India is one of the hard-core parts of the service sector. It not only provides safety against risk for individuals, it also creates the savings and investment habits among the individuals. The life insurance sector by its nature attracts long term funds, which are invested in productive heads for the development of the Indian economy. In spite of its greater importance, the awareness, penetration and satisfaction among the policy holders are essential.<sup>1-2</sup>

The current scenario in the insurance industry is a complex and competitive environment tinged with little stability. The success of the insurance business depends on the awareness of the policy holders about the products and satisfaction of the policy holders regarding the service rendered by LIC of India.

According to Philip Kotler, the eminent authority on marketing has made the following observation on the response of dissatisfied customers. “A satisfied customer tells three people about a good product experience and dissatisfied customer grips to eleven people, suppose each person who heard the bad story told eleven people who told another eleven and so on”. In is clear oral publicity travels faster and faster than good words of mouth and can easily poison the public attitude about the company. It is needless to point out that such vital and public-related service organization should function efficiently.<sup>3-4</sup>

## **OBJECTIVES OF THE STUDY**

- To identify the perceptions of policy holders in relation to the marketing practices followed by the LIC.
- To find out the grievances of the policy holders;’
- To offer suggestions to improve the effectiveness of services.

## **METHODOLOGY**

The study comprises of both primary and secondary data, secondary data are collected through publications, websites etc. Primary data are collected from policy holders through interview schedule for finding out the perception of the policy holders towards the service rendered by LIC of India. Based on this, the researcher has decided to use structured interview schedules. After that, in order to analyze the perception of the policy holders percentage analysis are used.

## **SAMPLE DESIGN**

As per the instruction, given by IRDA the LIC of India opened branches in rural semi urban and urban areas. There are eighteen branches in division. The researcher has selected all these branches for this study. Nearly 200 policy holders are selected at random in order to obtain their opinion about the service offered by LIC of India. That is nearly eleven policy holders from each branch were selected.

## **OPINION ABOUT THE SERVICES**

Insurance industry is a service-oriented unit. It renders services like sufficient space, display adequate information, suggestion box, timely intimation about premium, immediate premium receipt, coverage of risk etc. But it is essential that LIC of India should attract and satisfy the policy holders in the rest of the following ways.

It is understood 42.5% of male policy holders felt that the agents of LIC of India are mechanical and expect high level of satisfaction whereas 37.3% of female policy holders neither highly satisfied nor dissatisfied the help of agents and services rendered by the LIC of India.

46.2% of the policy holders whose ages are between 30-40 years expect quick grievances for their complaints filed in the LIC branch. 26.5% of the policy holders whose ages are between 40-50 years expect high level of response while filling complaint for grievances. 41.7 of the policy holders whose ages are above 50 years are not satisfied with the grievances against complaint and response while making enquiry.

## **SUGGESTIONS**

The delivery of service is purely based on the human element; hence the agents are needed to be given more explanation about the benefits of all products offered by LIC.

All the policy holders who enter the office environments must be given due respects and acceptance of their complaints.

The agents must indulge in creating confidence, trust and spend time to understand the needs of the customers.

## **CONCLUSION**

The study revealed that in general, all the respondents/policy holders have certain level of expectations from the services that are to be delivered by an insurance company. Their expectation level varies irrespective of the demographic profile. The forthcoming years will be more dynamic and challenging among the insurance companies as delivering excellent services to all the strata of the economy will ensure their share.

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