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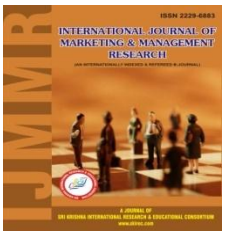

A STUDY ON "EMPLOYEE SATISFACTION PREREQUISITE FOR CUSTOMER DELIGHTMENT" IN SOFTWARE TECHNOLOGIES, CHENNAI

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ABSTRACT

This study deals with enhancing the customer delightment through employee satisfaction. The study deals with the multiplier effect of employee satisfaction and internal health of organization and in determining the liaison between employee satisfaction and customer delightment. The purpose of the study is to portrait employees' opinions and attitudes to measure the commitment to diversity and to determine employees' acceptance or resistance when the company looks for the transition. This work is based on "descriptive research". Multi-stage Probability Sampling Design was used for taking samples. Simple Random sampling was used for data collection. The size of the sample used for the research study is 250. The primary data was collected with the aid of a structured interview schedule and mailing questionnaire administered for the purpose. The data collected were processed and analyzed with the help of Percentage Analysis, correlation, ANOVA and Chi- Square Test. As a result, companies have a rare opportunity to gain competitive leverage and differentiation by harnessing their greatest asset- their employees. Employees, in fact, are the most critical point of differentiation for any company in today's business environment. The correlations are clear; satisfied employees generate satisfied customers, who in turn build long-term relationships and sustainable growth.

KEYWORDS: *Career Training and development, Climate, Commitment, Communication, Compensation and Benefits, Corporate culture*