

Analysing Customer Satisfaction On Strokk Technologies, Kochi

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Abstract- This study investigates customer satisfaction with software solutions provided by Strokk Technologies, a Kochi-based IT firm specializing in CRM, ERP, web, mobile, and AI applications. The research aims to understand how well these solutions meet client expectations in terms of usability, service quality, reliability, and post-sales support. Data was collected from 52 customers using structured questionnaires and analysed through percentage analysis, weighted average, and chi-square tests. The findings reveal high satisfaction with product performance and support, particularly in CRM and Android development services. However, issues such as occasional software glitches, limited willingness to pay for upgrades, and moderate subscription renewal intent indicate areas needing improvement. The study applies models like TAM, SERVQUAL, and Kano to identify gaps and recommend strategies to enhance customer experience, boost retention, and drive long-term business growth.

Keywords- Customer satisfaction, customer retention, Service quality, usability, Digital marketing services, Customer support

I. INTRODUCTION

In today's dynamic and competitive software industry, customer satisfaction plays a pivotal role in shaping the success and sustainability of service-oriented businesses. As customers increasingly rely on digital solutions to streamline operations, the demand for high-quality, user-friendly, and responsive software has grown significantly. Strokk Technologies, a prominent software solutions provider based in Kochi, has established itself in the market through services such as Android and web application development, customer relationship management (CRM), digital marketing, and artificial intelligence (AI) solutions. Despite its growing client base and technological expertise, Strokk Technologies operates in an environment where customer expectations are constantly evolving. To remain competitive, the company must continuously assess and adapt its services to align with customer needs and preferences. This project aims to analyze the level of customer satisfaction with special reference to the usability, quality, support, and overall effectiveness of Strokk Technologies' software products. By evaluating customer

feedback and applying analytical tools and theoretical models, the study seeks to uncover insights that can guide the company in enhancing its service delivery, strengthening customer relationships, and fostering long-term growth.

Industry Profile

The software development industry forms the backbone of the modern digital economy, driving innovation, automation, and connectivity across all sectors. It encompasses the creation, design, deployment, and maintenance of applications and software systems that cater to diverse needs — from enterprise-level operations to customer engagement and data analytics. In India and globally, this industry has seen exponential growth due to rapid technological advancements in areas like Artificial Intelligence (AI), Machine Learning (ML), Cloud Computing, Big Data, Cybersecurity, and the Internet of Things (IoT). Businesses increasingly depend on custom and scalable software to gain a competitive edge, enhance productivity, and deliver superior customer experiences. A prominent trend shaping the industry is the shift towards Software-as-a-Service (SaaS), which offers subscription-based models that are both cost-effective and easy to scale. Companies are also investing in user-centric software design, which emphasizes usability, security, integration with existing systems, and seamless performance.

Key players in the global software development landscape include tech giants like Microsoft, Google, IBM, Amazon Web Services, and Oracle, along with a thriving ecosystem of innovative startups that cater to niche business needs. In India, cities like Bangalore, Hyderabad, and Kochi have emerged as leading hubs for software development and IT-enabled services. With rising demand for digital transformation across industries — especially in healthcare, finance, manufacturing, education, and retail — the software solutions market is expected to maintain robust growth. The industry's competitiveness necessitates continuous innovation, agile development methodologies, and a strong focus on customer satisfaction and retention.

Company Profile

Stroxx Technologies Pvt. Ltd. is a software solutions company established in 2014 and headquartered at Vazhakala, Kakkanad, Kochi, Kerala. The company offers a range of digital services including Android application development, web application development, augmented reality solutions, digital marketing, and artificial intelligence services. With a strong focus on quality, user-friendliness, and performance, the company has built a reputation for delivering reliable software tailored to specific business needs. Its mission is to empower organizations through technology, helping them improve efficiency, customer engagement, and operational performance. The company currently serves 52 clients and continues to grow by staying ahead in the rapidly changing tech landscape.

II. REVIEW OF LITERATURE

- Wilson et al. (2017) conducted a comprehensive study emphasizing the importance of client training and onboarding in enhancing customer satisfaction and encouraging software adoption. Their research showed that even well-designed and feature-rich software can fail to meet client expectations if users are not properly guided on how to use it effectively. The study highlighted that structured onboarding processes, comprehensive training programs, and continuous learning support significantly improve users’ understanding of the software, leading to increased confidence and satisfaction. Furthermore, the authors noted that clients who receive clear instructions, interactive demos, user manuals, and ongoing training are more likely to perceive the software as user-friendly and beneficial to their business operations rates.
- Gupta and Sharma (2016) emphasized the growing importance of customization in software solutions as a key factor influencing customer satisfaction. Their study revealed that businesses increasingly seek software products that can be tailored to their unique operational needs, industry requirements, and specific workflows. The research found that standard, one-size-fits-all solutions often fail to address the nuanced demands of diverse businesses, leading to lower satisfaction levels. In contrast, companies that offer flexible, customizable features — allowing clients to modify functionalities, integrate with existing systems, and adapt to changing business conditions — experience significantly higher client retention and satisfaction

OBJECTIVES OF THE STUDY

- To analyse the Customer's Satisfaction on the quality, usability of software services offered by Stroxx Technologies
- To identify the factors affecting customer satisfaction
- To measure how well the software helps customers to meet their needs
- To analyse the effectiveness of customer satisfaction and suggest suitable customer retention

RESEARCH METHODOLOGY

The study follows a descriptive research design to assess customer satisfaction with the software services offered by Stroxx Technologies. A quantitative approach was employed, utilizing structured questionnaires as the primary data collection tool. The population of the study consisted of 52 existing customers of the company, and due to the manageable size, a census method was adopted to ensure complete representation and eliminate sampling errors. The questionnaire was designed with multiple sections, including demographic questions, Likert scale items, yes/no questions, and open-ended feedback, to gather comprehensive insights. A pilot survey was conducted to test and refine the questionnaire for clarity and reliability before the main data collection. Data collected was analysed using Percentage Analysis, Weighted Average Method, and the Chi-Square Test to identify patterns, measure customer perceptions, and test hypotheses regarding the relationship between service quality and satisfaction. These methods helped to draw meaningful conclusions and offer actionable recommendations for improving customer engagement and service delivery at Stroxx Technologies.

III. DATA ANALYSIS

CROSS TABULATION

Satisfaction level and Digital marketing services

Satisfaction level	Social media marketing	Search engine marketing	Google ads & PPC	Content marketing	Email marketing	total
Very satisfied	1	1	1	0	0	3
Satisfied	8	7	12	3	5	35
Neutral	3	2	4	1	3	13
Dissatisfied	0	0	1	0	0	1
Very dissatisfied	0	0	0	0	0	0

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Total	12	10	18	4	8	52

Most customers (67.3%) are satisfied with the highest satisfaction seen in Google Ads & PPC (23%) and Search Engine Marketing (13.5%). Only 5.8% are very satisfied, mainly with social media, search engine marketing, and Google ads. Neutral responses account for 25%, showing some scope for improvement, especially in content and email marketing. Very few customers (1.9%) are dissatisfied, and none are very dissatisfied, showing an overall positive response toward digital marketing services.

CHI-SQUARE

THE RELATIONSHIP BETWEEN CUSTOMER EXPERIENCE AND PREFERRED SOFTWARE SOLUTION

OBSERVED FREQUENCY

Experi ence	Androi d applica tion	Web applica tion	Augme nted reality	Digita l marke ting	Ai solut ion	Tot al
Less than 6 months	2	2	2	2	0	6
6months 1year	4	3	3	4	1	15
1-3 years	5	5	5	4	2	23
More than 3 years	2	2	2	2	0	8
Total	13	12	12	12	3	52

EXPECTED FREQUENCY

Experi ence	Androi d applica tion	Web applica tion	Augme nted reality	Digita l marke ting	Ai solut ion	Tot al
Less than 6 months	1.50	1.38	1.38	1.38	0.35	6
6months 1year	3.75	3.46	3.46	3.46	0.87	15
1-3 years	5.75	5.31	5.31	5.31	1.35	23

More than 3 years	2.00	1.85	1.85	1.85	0.46	8
Total	13	12	12	12	3	52

Expected Frequency = (Row Total * Column Total)/ Grand Total

$$X^2 = \sum (O-E)^2/E$$

Observed value	Expected value	(O-E)	(O-E) ²	(O-E) ² /E
2	1.50	0.5	0.25	0.16
2	1.38	0.62	0.38	0.27
2	1.38	0.62	0.38	0.27
2	1.38	0.62	0.38	0.27
0	0.35	-0.35	0.12	0.35
4	3.75	0.25	0.62	0.01
3	3.46	-0.46	0.21	0.06
3	3.46	-0.46	0.21	0.06
4	3.46	0.54	0.29	0.08
1	0.87	0.13	0.01	0.01
5	5.75	-0.75	0.56	0.09
5	5.31	-0.31	0.09	-0.01
5	5.31	-0.31	0.09	-0.01
4	5.31	-1.31	1.71	0.32
2	1.35	0.65	0.42	0.31
2	2.00	0	0	0
2	1.85	0.15	0.02	0.01
2	1.85	0.15	0.02	0.01
2	1.85	0.15	0.02	0.01
0	0.46	-0.46	0.21	0.46
				$\sum (O-E)^2/E$ $X^2=2.73$

Degrees of freedom= (number of rows -1) × (number of columns-1)

$$= (5-1) (4-1) =4 \times 3=12$$

Level of significance (α) = 0.05

The degree of freedom 12 at 5%

level of significance $X^2 = 21.03$

Therefore, calculated value = 2.73

P value = 0.9995

The calculated value is less than the table value: $2.73 < 21.03$

INTERPRETATION

The calculated X^2 value 2.73 is less than the critical value 21.03 and p-value 0.9995 is greater than the significance level 0.05. Therefore, accept null hypothesis (H0). That means there is no significant relationship between customers’ experience and preferred software solutions

WEIGHTED AVERAGE METHOD

To find quality and reliability easy to access

QUALITY AND RELIABILITY	WEIGHTED SCORE	WEIGHTED AVERAGE	RANK
Software quality efficiently without lag	175	3.36	3
Experience crashes or technical issues	153	2.94	5
Software is stable and reliable	181	3.48	1
Bugs and errors are fixed promptly	157	3.01	4
Software uptime and availability	178	3.42	2

From above, table quality and reliability easy to access based on software is stable and reliability ranked as first, software uptime and availability ranked as second, software quality efficiency without lag ranked as third, bugs and errors fixed promptly ranked as fourth, experience crashes or technical issues ranked as fifth.

IV. FINDINGS

- 57.7% of customers satisfied are male.
- 44.2% of customers are sole proprietorship.
- 42.2% of customers have 1-3 years’ experience.
- Customers are Came to know about the company through company website 32.7%.
- 34.6% of customers prefer to google ads and pay per click advertising.

- 32.7% of customers use customer relationship management software.
- 73.1% of customers are satisfied with the quality of Customers support received.
- 25% of customers use the service that is android application development.
- 42.3% of customers are experienced with software related issues often
- 80.8 % of customers reported a moderate improvement in efficiency and productivity, while 13.5% saw significant improvement.
- Customers 75% reported that the software has improved business operations to some extent, while 17.3% experienced significant improvement.
- 82.7% of customers reported that the software integrates with minor issues.
- 63.5% of issues are resolved within 42 hours.
- 84.6% of customers are satisfied with android and web applications meeting expectations.
- 92.3% of customers find digital marketing effective.
- 94.2% of customers would recommend Strokkx Technologies Software solutions to others, indicating high satisfaction and trust.
- Customers, 96.2% observed improved data accuracy or reduced improved.
- 75% believe the software is worth the price.
- 71.2% of customers are unwilling to pay for additional features, that means most of the customers prefer the current pricing structure and suggesting the future updates should focus on adding value without extra cost.
- 61.5% are unlikely to renew their subscription.
- 86.4 % of customers find the software helpful in managing customer retention support with 13.3% experiencing significant improvement and 73.1% seeing slight benefits

V. SUGGESTIONS

1. Implementing proactive diagnostics and expanding support availability could significantly reduce these issues.
2. The company should introduce loyalty programs, flexible renewal options, and clearer value propositions in future updates to boost customer retention.
3. Minor integration issues were reported by 82.7% of customers; therefore, efforts should be made to improve software compatibility with clients’ existing systems to ensure a smoother user experience.
4. The adoption of artificial intelligence solutions is currently low. To address this, the company could organize awareness campaigns, free trials, and training

sessions to demonstrate the value and applications of AI in business.

5. Introducing tiered pricing models or customized packages may help in attracting price-sensitive users without compromising profitability.
6. Strokx should increase its investment in targeted ad campaigns to enhance visibility and lead generation.
7. Enhancing the site's content, SEO performance, and adding interactive tools like live chat can improve customer engagement.
8. The company should focus on delivering more personalized customer experiences by tailoring software features and communication to the specific needs of different business types and industries

VI. CONCLUSION

This study provides a comprehensive analysis of customer satisfaction with the software solutions offered by Strokx Technologies, Kochi. The findings indicate that while customers generally appreciate the quality, usability, and support services provided by the company, there are notable areas for improvement—particularly in issue resolution, pricing flexibility, and subscription retention. Most customers reported improved efficiency and business operations using Strokx software, with CRM and Android application services being the most widely used and effective. However, frequent technical issues and low willingness to pay for additional features suggest the need for more reliable performance and better value offerings. The application of models such as the Technology Acceptance Model (TAM), SERVQUAL, and the Kano Model helped to identify key satisfaction drivers and service gaps. By addressing these areas and implementing the suggested strategies, Strokx Technologies can significantly enhance its customer relationships, service delivery, and market competitiveness. Overall, the research reinforces the importance of continuous improvement, customer feedback, and innovation in building long-term customer satisfaction and achieving sustainable growth in the dynamic software industry.

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