CHAPTER V
SUMMARY OF FINDINGS, CONCLUSION AND SUGGESTIONS

5.1 INTRODUCTION

The study was undertaken by the researcher among the insurance policyholders in the Tirunelveli Division of Life insurance corporation of India. Data were collected through a Questionnaire from the respondents who have at least one policy in Life Insurance Corporation of India and resides within the Tirunelveli Divisional area of Life Insurance Corporation of India which includes the districts of Tirunelveli, Tuticorin and Kanyakumari. The data was collected from 207 respondents and was analysed using statistical packages.

Required statistical tools were used to arrive at the findings for the following objectives namely, to analyze the knowledge of sources of influence and preference of LIC, to analyse on the schemes and the companies, to understand the level of satisfaction of the customers of LIC on CRM activities of LIC, to understand the perception of the LIC customers on the level of performance of the LIC after implementation and to find the customer response to the CRM requirements of LIC.

Among the 207 respondents, female respondents’ proportion is relatively high (54.6) than male respondents (45.4). The maximum respondents fall under the age group 41 to 45, followed by the age group more than 45, age group of 31 to 40 and finally the age group up to 30. Most of the respondents are married. Respondents with 2 to 3 dependants are high and respondents with more 3 dependants are very few.
The respondents from city comprised 64.73 per cent, followed by town with 24.16 per cent and the rest 11.11 per cent is from Village Panchayat. 75.36 per cent of the respondents occupied own house and the rest occupied either rental or leased accommodation. The housewife category respondents are very few in number. 33.82 per cent respondents are from the monthly family income within range ₹25001 to ₹50000.

5.2 SUMMARY OF FINDINGS

Nuclear family system has increased drastically and the numbers of dependants are decreasing and lead to reduced psychological and financial support from the relatives than the earlier period.

Among the respondents, 61.84 per cent spend less than 40 per cent of their income as expenses whereas 54.10 per cent save less than 15 per cent of their income. This implies that savings attitude is less in the minds of the respondents. Even though high number of respondents has more than 60 per cent of their income without spending, they are not using the amount for savings purpose, as the data show very less per cent of the income is saved by more number of respondents.

The expenses are high for education of the family members who have children going to schools and colleges. This is followed by entertainment expenses. Many respondents possess land and buildings. The habit of the respondents in buying house or land is very high. Nearly 80 per cent of the respondents own two wheelers. Similarly up to 70 per cent of the respondents are
interested in buying jewellery. Respondents have less knowledge about shares and bonds. Car is possessed by around 30 per cent of the respondents. Some respondents have deposits and very few respondents have given loans to others. Housing loan has been availed by many respondents. Jewel loan is also availed by 40 per cent of the respondents. Vehicle loan is also availed by nearly 24.64 per cent of the respondents. Other loans like co-operative society loans and financial institutions and bank loans are availed by many respondents. Very few respondents have raised loan from money lenders.

Savings is considered to be the most important reason to select insurance plans based on Garett’s table. The risk coverage is the next reason and this is followed by the other reasons future needs, income tax, pension benefits, loan facilities and agent’s compulsion. Respondents have more interest in savings and risk coverage than other reasons.

Garett’s ranking method was further used to classify the reason for selecting the insurance plans based on sex, age, marital status, family system, educational qualification, monthly family income and occupation taking into account the reasons namely savings, risk coverage, future needs, income tax, pension benefits, loan facilities and agent’s compulsion.

The male respondents feel that the risk coverage is more important than savings, whereas the female respondents feel that the savings is the top priority while observing the data on the basis of sex.
The respondents whose age group is more than 45 have ranked risk coverage as the top priority than the savings, whereas all other groups have ranked savings as the first choice.

The single and married group of respondents have ranked savings and risk coverage as the first and second. Pension benefits is ranked a step high than the income tax benefits by single respondent. All other reasons namely future needs, loan facilities and agent’s compulsion are ranked similar by both single and married.

Both nuclear and the joint family system respondents have ranked risk coverage as the first reason and savings as the second one. The reason loan facilities is ranked a step ahead by the nuclear family respondents, than the joint family respondents. They in turn have ranked pension benefits as the important one than the loan facilities.

Garett’s method when applied for the occupation of the respondents, the academicians and private type respondents have ranked risk coverage as the third reason. Savings and risk coverage are ranked almost first and second by the remaining respondents.

Garett’s ranking method was applied with the classification based on the monthly family income. It was observed that respondents whose monthly family income lies between ₹50001 to ₹75000 have considered the reason income tax benefits as the first reason for selecting insurance plans.
When the classification was done based on educational qualification of the respondents, the engineering group respondents have alone felt risk coverage as the third reason for selecting insurance plans. The other groups namely government, commerce, non commerce – arts, science groups respondents have ranked risk coverage and savings as first and second reasons for selecting insurance plans.

More than half of the respondents have their own decision while buying and selecting the type of insurance policies. Agents’ idea is considered only to a certain extent. The suggestions of friends and relatives are also considered to a little extent. 49.28 per cent of the respondents have their own reminders for paying their premium dues. The respondents’ knowledge on risk coverage and their systematic approach in maintaining their premium dues is evident. The reminders send by the insurance companies is also used by the respondents for remitting the premium dues.

40.58 per cent of the respondents use salary savings scheme to pay the premiums. In salary savings scheme, the premiums are deducted from the salary and are remitted to the insurance office. Around 24.64 per cent of the respondents pay the premiums through agents. Respondents have also started using online premium paying mode.

Around 35 per cent of the respondents feel that agents explain clearly while effecting the insurance and suggests according to the needs. 16 per cent feel that the agents work purely for their commission and few respondents feel that the
agents are not giving proper clarifications. Around 61 per cent respondents prefer endowment plans and 22 per cent prefer money back plans. These two plans are the highest preferable plans among the respondents. People in India prefer endowment plans, as they consider the same on par with savings. Similarly money back policies are normally selected by business people and some may feel that it is better to get money back in the middle of the term, as the value of the money is decreased in the long run. Other plans like children’s plans, term plans, pension plans and ULIP plans are not preferred by many respondents.

Only respondents up to 45 per cent have taken group insurance schemes, as group schemes can be offered only to a group who come under a specific category. Normally the employer-employee group is mainly offered group insurance scheme. The most common group insurance scheme is group term insurance scheme has been taken by 44.93 per cent of the respondents. Group gratuity scheme is taken by 17.39 per cent of the respondents. All other schemes of group insurance namely Group Term insurance Scheme in lieu of Edli, Group Leave Encashment Scheme, Group Superannuation Scheme, Group Annuity Scheme, Group Flexible income Plan, Group Savings linked Insurance Scheme, Group Mortgage Redemption Assurance and Group Critical illness Rider Benefit has been selected by less than 10 per cent of the respondents.

Respondents have purchased all types of plans and the top purchased plans are endowment and money back plans. Nearly 80 per cent of the respondents go for these two types of plans and nearly 70 per cent of the respondents have children’s plans. Around 50 per cent of the respondents have health insurance
plans, pension plans and New Bima Gold plan. Similarly 40 per cent of the respondents have ULIP plans, Double or Triple Cover, New Jana Raksha plan, Jeevan Surabhi and Jeevan Saral plan. Around 30 per cent of the respondents have Jeevan Shree I, Jeevan Bharathi I, Bima Nivesh and Bima Bachat. The remaining plans namely Micro insurance plan, plans for handicapped dependants, Jeevan Amrit have selected by 20 to 30 per cent respondents.

LIC Housing Finance Limited, one of the joint ventures of LIC is known to many respondents, as this company offers housing loans to public in large. 75 per cent of the respondents are aware of LIC housing Finance limited. Around 30 per cent of the respondents are aware of LIC cards services Limited, LIC Golden Jubilee Foundation, and LIC pension fund Limited. Other joint ventures of LIC namely LICHFL care homes limited, LICHFL financial services Limited, LICHFL Asset Management company Limited and LIC Nomura Mutual Fund are known to less than 20 per cent of the respondents.

Majority of the respondents feel that the agents are not contacting them regularly. Only 45.41 per cent of the respondents inform that the agents contact them regularly. Respondents select the insurance plans based on their income. The number of years for which the premium is to be paid forms the next item while selecting the insurance plans.

The CRM activities of LIC are analysed using fourteen Services of LIC and they are divided into three factors namely ‘Policy Servicing’, ‘Claims settlement’ and ‘New Business’ using Factor Analysis. ‘Policy Servicing’ factor includes the
variables or services, namely ‘Assigning the policies’, ‘Reassigning the policies’, ‘Changing / effecting nominations’, ‘Surrendering your policy’, ‘Getting policy loans’ and ‘Changing your address’. ‘Claims settlement’ includes the variables ‘Death claim settlements’, ‘Annuity payments claims’, ‘Complaint remedial measures’, ‘Maturity benefits claim’ and ‘Survival benefits claim’. ‘New Business’ factor includes the variables, ‘Product models of LIC’, ‘Purchasing a new policy’ and ‘Reviving your policies’. Respondents are satisfied by all the services. Death claim settlements and maturity claim settlements of Life insurance Corporation of India are highly preferred by the public.

The CRM activities are further evaluated using weighted average on the basis of sex, age, marital status, family system, educational qualification, monthly family income and occupation

While applying weighted average to the overall respondents, the variable, complaint remedial measure under the factor Claims settlement is the only variable which is rated dissatisfied. The services of LIC are rated satisfied for variables Product models of LIC, Changing your address, Getting policy loans, Maturity benefits claims and Reviving your policies. Other services like Purchasing a new policy, Surrendering your policy, Assigning the policies, Reassigning the policies, Changing / Effecting nominations, Survival benefits claims, Annuity payments claims, and Death claim settlements have been rated neutral by the respondents.

The evaluation of the CRM activities using weighted average based on sex on analysis gives neutral rating to all the factors except the factor new business
which is rated satisfied by the female respondents. The male respondents have rated the variables death claim settlements, annuity payments claims, complaint remedial measures and reviving your policies as dissatisfied.

On analysis of the evaluation of the CRM activities using weighted average based on age, the factor policy servicing is the only factor rated dissatisfied by the respondents up to age 30. The respondents of age 41 to 45 have not made any ratings as dissatisfied.

The marital status is taken for the evaluation of the CRM activities using weighted average and the same has resulted in neutral rating for all the factors. Married respondents have rated dissatisfied to the variables death claim settlement and complaint remedial measures and single respondents have rated dissatisfied to the variables assigning the policies, reassigning the policies and getting policy loans.

The nuclear and the joint family respondents have rated neutral or satisfied for all the factors and variables while evaluating the CRM activities using weighted average. The variable, death claim settlements under the category nuclear family type is the only variable rated dissatisfied.

The evaluation of the CRM activities using weighted average based on occupation on analysis are rated satisfied for all the factors of Government category respondents. Dissatisfied rating is given to most of the factors under the category professional, academician and private category respondents. Housewife category respondents have rated only highly dissatisfied to the factors policy
servicing and claims settlement and dissatisfied to the factor new business. The neutral rating is given only to the new business factor by professional category and academician category respondents.

On analyzing based on educational qualification all types of respondents have rated neutral and satisfied to all the factors. The only category claims settlement is rated dissatisfied by the science category respondent.

The weighted average was applied on the basis of monthly family income. On analysis, respondents have rated neutral and satisfied by all the respondents falling under the category whose monthly family income falls between ₹15001 and ₹25000, ₹25001 and ₹50000, ₹50001 and ₹75000, ₹75001 and ₹100000. The respondents whose monthly family income is less than ₹15000 have rated dissatisfied to all the three factors. The variable complaint remedial measure is rated highly dissatisfied by the respondents under the category whose monthly family income is less than ₹15000.

The CRM implementation is evaluated from the Customer services which is divided into two factors using factor analysis namely buoyancy and reliability. Buoyancy comprises nine variables namely processing speed, team work of the staff, empowerment of the staff, communication speed and accuracy, long term relationship with the organisation, answering to queries, introduction of new schemes, LIC has sufficient product varieties and LIC serves according to the benchmarks. Reliability includes five variables namely LIC contacts whenever needed, information are received in time and accurately, LIC provides adequate
and necessary information, Customer relationship in LIC and LIC keeps up the promises. The weighted average for these factors and variables were rated good by the respondents.

The CRM implementation evaluated based on the customer service was further classified using weighted average on the basis of sex, age, marital status, family system, educational qualification, occupation and monthly family income.

Both male and female respondents have rated good for all the factors and variables while evaluating CRM implementation based on age. All the variables have been rated good by the category of respondents whose age lies in the group 41 to 45 and more than 45. In the classification on marital status, they have rated good for all the factors and variables except the variable “answering to queries” was rated neutral by the single type of respondents. Both the nuclear and joint family respondents have rated good for all the factors and variables while evaluating on the basis of type of family. The housewife category of the respondents is the only category in the classification based on the occupation who have rated poor for many variables and the factor buoyancy. The Government category respondents have rated good to all the variables and the factors. In the category based on the monthly family income of the respondents, respondents of all categories have rated good to all factors except the category whose income group is less than ₹15000.

The evaluation of the CRM implementation using weighted average based on monthly family income was analysed and all the factors have been rated good
by all respondents except the category whose monthly family income is less than. They have rated neutral to both the factors buoyancy and reliability. The variables Processing Speed, LIC has sufficient product varieties and LIC serves according to the benchmarks are rated poor by the category whose monthly family income is less than ₹15000. All other variables have been rated either good or neutral.

The evaluation of the CRM implementation using weighted average based on educational qualification when analysed have rated good to all the factors by all the respondents namely schooling, commerce, engineering, Non commerce –Arts and science category respondents.

CRM implementations from the customer behaviour are analysed. Many customers have registered their mobile numbers, email id and their bank account details in LIC. They keep their policies in a safer place and many have informed to their family members regarding the policy details. They have recorded their nominations in their policies. Almost nominations have been done by all customers clearly. Respondents have less knowledge about micro insurance and health insurance plans. Customers maintain personal record regarding policies and their details.

More than 80 per cent of the respondents have informed the policy details to their family members, have nomination in the policy and keep the policy in a safer place. Less than 20 per cent of the respondents have micro insurance and health insurance plan policies.
Customer behaviour was classified on the basis of sex to analyse the implementation of CRM and it was found female respondents have given more affirmative answers than the male respondents. The age analysis have given the following results as more than 80 per cent of the respondents whose age is less than 30 have registered their mobile number and have registered their email id. More than 80 per cent of the respondents whose age lies between 31 and 40 have registered their mobile number, have kept the policy in a safer place, informed the details of the policies to the family members, and have recorded the details of the policies in the personal record. 90 per cent of the respondents of age group 41 to 45 have kept the policy in a safer place, informed the details of the insurance policies to family members and have nomination in the policy. Around 80 per cent of the respondents have kept the policy in a safer place, have informed the details of the insurance policies to the family members, have nomination in the policy and feel happy/free after informing the changes/transfers that occur in the office to LIC for transferring in the policy.

79.17 per cent of the single respondents have registered their mobile numbers and more than 90 per cent of the married respondents have kept the policy in a safer place. More than 80 per cent of the married respondents have informed the details of the insurance policies to the family members, they have nomination in the policy and feel happy/free after informing the changes/transfers that occur in the office to LIC for transferring in the policy.

More than 80 per cent of the nuclear family respondents have kept the policy in a safer place, they have informed the details of the insurance policies to
the family members, and they have nomination in the policy. More than 90 per cent of the joint family respondents have informed the details of the insurance policies to family members. Joint family respondents have almost given the answers in the affirmative for all the implementations and the per cent is above 60 except having micro insurance and health insurance plan.

The classification was done on the basis of educational qualification to analyse the implementation of CRM and more than 80 per cent of the respondents who have schooling as the educational qualification have recorded the details like policy numbers, premium amounts, due date of premiums in their personal records. Around 90 per cent of the commerce category respondents have kept their policy in the safer place. 82.14 per cent of the engineering category respondents have informed the details of the insurance policies to the family members. 89.80 per cent of the non commerce – Arts category respondents have nomination in the policy and have kept the policy in a safer place. 92.96 per cent of the science category respondents have kept the policy in a safer place.

Government, Professional, Academician, Housewife and Private category respondents which implies 80 per cent of all the respondents have kept their policy in a safer place.

The perception on insurance industry was examined on various aspects like ‘Product knowledge has been improved with the advent of private players’, ‘Introduction of new products will increase new business’, ‘I find variations in premiums for the same type of policy between different companies’, ‘The plethora
(excess) of services provided by the private players has increased customer service to a new high’, ‘Proliferation (increase) of services to due to intense competition has turned the insurance industry to a Buyer’s paradise’, ‘’Benchmarks should be periodically reviewed and improved’, and ‘It is easier to sell the products to an existing customer’. The respondents have rated partially agree to the variable ‘Introduction of new products will increase new business’ and all other variables are rated either neutral or partially disagree.

The perception on insurance industry while categorised on the basis of the sex of the respondents, all ratings of male and female respondents are similar to that of the overall respondents and the variable ‘Proliferation (increase) of services to due to intense competition has turned the insurance industry to a Buyer’s paradise’ which has been rated partially disagree by the overall respondents has been rated neutral by the male respondents. All respondents while classifying on the basis of age has rated either partially disagree or disagree to the variable ‘The plethora (excess) of services provided by the private players has increased customer service to a new high’. The ratings for the variables ‘Proliferation (increase) of services to due to intense competition has turned the insurance industry to a Buyer’s paradise’ and ‘I find variations in premiums for the same type of policy between different companies’ are similar to the overall respondents for married respondents while investigating on the basis of marital status.

Both the nuclear family respondents and joint family respondents have similar rating for the variables, ‘Introduction of new products will increase new business’, ‘The plethora (excess) of services provided by the private players has
increased customer service to a new high’, and ‘It is easier to sell the products to an existing customer’ and the ratings are partially agree, partially disagree and neutral respectively.

The schooling category respondents have rated partially disagree or disagree to all the variables except ‘Product knowledge has been improved with the advent of private players’. The perception on insurance industry while explored on the basis of the occupation of the respondents, all variables are rated either disagree or partially disagree by the housewife category respondents.

The perception on insurance industry while scrutinizing on the basis of the monthly family income of the respondents, respondents whose monthly family income is less than ₹15000 have rated partially disagree or disagree to all the variables except ‘product knowledge has been improved with the advent of private players’. This variable has been rated neutral.

The knowledge on insurance policy was studied with the variables ‘I know the various benefits of my policy’, ‘I have awareness on the legal principles in insurance’, ‘I know about the policy clauses and conditions’, ‘I know about the accident benefit available in the policy’, ‘I know about the disability benefit available in the policy’, ‘I know about the critical illness rider benefit available in the policy’, and ‘I have heard of the premium waiver benefit available in the policy’.

The variables ‘I know the various benefits of my policy’ and ‘I know about the accident benefit available in the policy’ have rated partially agree and all other
variables are rated neutral by the respondents. On the basis of sex, it was observed that all variables are rated similar to the overall rating of the respondents except the variable, ‘I know about the disability benefit available in the policy’ which is rated partially agree by the female respondents and neutral by the male respondents and the overall respondents.

Age based classification showed that all the variables for the age of the respondents below 30 have been rated partially disagree except the variable, ‘I know the various benefits of my policy’ which is rated partially agree. While considering the knowledge based on marital status of the respondents, the married category respondents have rated partially agree or neutral to all the variables. Both the nuclear and joint family respondents have rated all the variables similar to that of the overall respondents.

The schooling category respondents under the educational qualification have rated disagree for all the variables and the non commerce – Arts category respondents have rated partially agree for all the variables. The occupation based classification of the respondents indicated that the government category respondents have rated partially agree to all the variables. Professional category respondents have rated partially disagree to all the variables except the variable, ‘I know the various benefits of my policy’. Respondents whose monthly family income is less than ₹15000 have rated disagree or partially disagree to all the variables except the variable ‘I know the various benefits of my policy’. This is rated neutral. Respondents under the categories ₹50001 to ₹75000 and ₹75001 to ₹100000 have rated partially disagree to all the variables.
Respondents prefer Life Insurance Corporation of India when compared with the other private companies in life insurance sector. SBI Life Insurance company limited is considered next to Life Insurance Corporation of India. Other companies are not considered good. Very few respondents have taken policies in the other private companies.

**5.3 CONCLUSION:**

The concept of insurance is very important for every individual and the society. The knowledge of insurance can be improved only when it is taken into the society with utmost good faith.

Females have involved themselves well in all works/areas as males. Married respondents have more attraction towards insurance. Respondents have become more educated. The number of dependants has become less which implies nuclear family system has increased in large numbers. As the expenses are high for education and entertainment respondents find it difficult to save.

Savings among the respondents is high for postal recurring deposits, gold and land. Many respondents live in their own house due to the increase in housing loan schemes available in the market and the income tax rebate available for the housing loans. The increase in housing loans has increased the construction of houses in the extension areas. This leads to the usage of two wheelers in very large numbers. Cars are also used in large numbers.

Respondents prefer insurance mainly for risk coverage and savings. Other reasons are not considered on par with these reasons. Males are interested in risk
coverage whereas females are interested in savings. When the age increases respondents like to increase the risk coverage.

Respondents take their own decision in selecting the plans. The influence of other factors like friends and agents are acting only to a minimum extent. They decide based on their personal needs and maintain personal records. The most preferred plans are endowment and money back plans. Respondents prefer children’s scheme next to endowment and money back plans. Term assurance plans are preferred by very few respondents. Micro insurance plans are not selected and it is specifically designed for low income group people.

Some respondents are members of group insurance schemes. The main group insurance scheme preferred is group term insurance scheme and group gratuity scheme. The main problem in availing these group insurance schemes is that, these groups should come under a common employer / organisation. In group insurance schemes a single master policy is issued for all members and can be maintained only by a common controller, who will be managing the funds. When a person cannot come under any specific group, he cannot come avail these various schemes.

Respondents have some knowledge about joint ventures of LIC. The most important joint venture is LIC Housing Finance limited which is known to many respondents due to its service in the housing loan field. The LIC cards service Limited is the next joint venture known to some respondents.
Respondents want their agents to contact them regularly. They meet their agents, development officers and the branches when needed. Respondents select insurance premium based on their income. The term of the policy also is needed to select the insurance premium, as the term increases the premium will be low for endowment type of plans and high for term assurance plans.

Respondents feel satisfied on the various services of LIC. The factors policy servicing, claims settlement and new business on analysing, in general are satisfied by the respondents. Claim settlement is mostly preferred by the respondents. They want to give more importance to complaint remedial measures.

Various CRM implementations are evaluated from customer services from the factors buoyancy and reliability. The variables were rated good and the highly rated variables are LIC contacts me whenever needed and LIC keep up the promises. The implementation level is good and is liked by the customers.

Respondents have clear idea about maintaining the policy details, informing the details of the policy to the family members and giving proper nomination in the policy. The female respondents have registered all details in large numbers than male respondents. Only micro insurance plan and health insurance plan has not received good response from the respondents.

On scrutinizing the perception on insurance industry from the respondents, they do not find major difference in the service after privatisation. Respondents have knowledge about the benefits under the policies like accident benefit, disability benefit and premium waiver benefit. While comparing with other private
companies, Life Insurance Corporation of India is highly preferred by maximum respondents. Proper customer service will give business to the agent and the company. Agents can create a positive rapport between the customer and the organisation. The attitude of the workforce plays vital role in customer relationship marketing.

5.4 SUGGESTIONS:

Government must take steps to educate the public to improve the savings attitude though life insurance by indicating the necessity for the insurance. People can be educated to plan to cover the risk for the loans like housing loans and their liabilities availed by the earning member of the family.

The savings habit must be improved in the minds of the public. This can be improved by launching attractive plans which includes savings habit along with the insurance coverage. Savings can be done based on the financial requirements. Knowledge related to mutual funds, shares and bonds can be improved. Public must be properly educated about the policy lapse due to default in premium payment. The policy whose premiums are not paid in time will not give proper use in case of any contingency event. The agents must take care of their customers’ policies status and inform them accordingly when the premium falls due. Otherwise the purpose of insurance will become meaningless.

Salary savings scheme can be encouraged among the customers working in any organisation. This will make them to pay the premiums in their salary itself, which in turn will keep the policy in force without any problem. When premiums
are remitted through online mode, some concessions can be given to the customers, as BSNL offers 1 per cent discount on the customer’s bill for the next due, when the amount is paid through online mode.

The agent’s must clear all doubts of the customers and should suggest policies according to the needs of the customers. Plans like health insurance plans, micro insurance plans, term assurance and pension plans are to be sold for the needy. Similarly group insurance plans are to be encouraged. The group insurance can offer insurance for low premium. Various schemes of group insurance can be given for the various sectors of respondents. Group insurance is the main source of insurance which can reach the public in large number for low premium. More methods are to be devised to attract the customers for group schemes.

The agents can help the customers in getting any service done in the branches. They can avoid any delay in serving the customers either from his part, from the part of the customers or from the part of the office. The agent should have a good rapport with the customers and the office staff for the smooth functioning of the organisation. The agent must be qualified with the latest updates in the policies and procedures.

Similarly, the staff of the organisation should have good intimacy with the customers and serve them with utmost due care. All details of the customers must be properly uploaded and their queries can be attended only if the data is kept in a clear manner. The employees of the organisation should be trained properly to face the customers with due care and attention without any delay. The organisation
should contact the customers during any changes occur like introduction of new schemes, premium remittance time, survival benefit due period, maturity claim settlement date. All these must be done with great care and in no time, to avoid delay and to serve the customers according to the benchmarks.

Customers are the life of any organisation; hence care should be taken care to attend them with great concern. The frontline employees must be properly trained to attend the customers immediately and correctly. Similarly the agents must be trained to answer to the queries clearly.

LIC is leading the market even after the entry of private players for almost a decade, and this can be maintained only if the service is given to the best level. This can be done by training the staff, agents to meet the various life insurance needs of the community that would arise in the changing social and economic environment. This will lead LIC to meet the competition of the private players, and continue to maintain the market leadership in life insurance field.

5.5 IMPLICATIONS OF THE RESEARCH:

This research gives a clear idea on the market to formulate strongly to educate the society about life insurance. It is the primary obligation of the Government to formulate schemes to make more people to go in for insurance.

This research has given an outlook to improve the customer service which forms the base for any service organisation. The customer service includes all aspects like maintaining the data in a purified manner, treating the customers courteously, doing the service promptly without any delay and attending the
grievance with great care. Organisations can make use of this result to train its administrative staff and field personnel to achieve best results.

5.6 SCOPE FOR FUTURE RESEARCH:

Insurance filed is an area where research can be carried out continuously. This section gives an idea on the areas for further research. More research can be done on various topics like exploring the analysis on the implementation of customer relationship marketing in various Divisions or Zones, Customer satisfaction relating to services, Comparative study of LIC with private companies.

More research can be undertaken on the topics introduction of new products and its impact, introduction of service tax in premium and its result, Claims settlement and unsettled claims, Life fund and its management, Social services of LIC and investment policies in LIC, Complaint management system of LIC and Level of retaining marketing workforce. Studies can be done to identify the customer service by the agent’s and the staff and their knowledge which supports the industry.