Executive Summary

Human beings are tackled with various risks in their everyday life. It is not possible for any person, however clever he may be, to avoid risks. It is also very difficult to predict all the risks and calamities that are store for us. Many happy families are ruined by unkindly death of the earning member, many performs lose their limbs in accidents. Many babies die for want of medical facilities. Precious properties are at times consumed by fire. Thus, floods, fires, earthquakes, wars, accidents, burglaries, diseases take a heavy toll to all of human life and property every year.

These sufferings may be reduced by precautionary measures, but they cannot be totally eliminated. For example, a very efficient police department will reduce the incidence of burglaries, but cannot eliminate them. Relief may lessen the suffering due to floods but cannot eliminate floods. Efficient medical service, improved sanitation and nutritive diet may enhance the average expectation of life, but cannot avoid death. A very alert fire brigade can control a fire and reduce the loss, but cannot prevent the occurrence of fire. Hence, there is a necessity for a device or machinery or institution to provide the needed help to these unfortunate individuals. Such a device is known as insurance and the institution which provides such help is called insurance company.

LIC is the leading service industry which play very important role in development of the nations. It is state owned government insurance company. The insurance industry of India consists of 53 insurance companies, of which of 24 are in life insurance companies and 29 non-life insurance companies. Among the life insurers, only Life Insurance Corporation is the sole public sector insurance company.

Slogan of LIC is “Yogakshemam Vahamyaha” which is derived from ancient Hindu text, the Bhagvad Gita’s in Sanskrit language, translates in English as, “Your Welfare is our Responsibility.” The life Insurance Corporation of India has been a nation builder since its formation in 1956. True to the objective of nationalization, the corporation has mobilized the
funds invested by the people in the life insurance for the benefit of the community at large.

Life Insurance Corporation of India proposes a variety of insurance schemes to meet the various needs of an individual and his family such as pension plans, term assurance plans, children plans, endowment assurance plans, micro insurance plans, health insurance plan, and unit linked plans, special plans and group schemes, social security scheme such as Aam Admi Bima Yojana, Scholarship yojana and Pradhan Mantri Jan Dhan Yojana.

Life insurance is a contract between the insured i.e. policy holder and the insurer, where the insurer agrees to pay the sum of money upon the occurrence of the insured whereas in return, the policy holder agrees to pay the stipulated amount called premium at regular intervals or in lump sum amount.

The researcher has selected the said topic for research work because customer satisfaction is one of the most important aspects in the success of any business enterprise. The dealings of the business enterprises are decreased, unless the people are satisfied with services provided by them. In the modern age of cut throat competition, there are several competitors with the several products are working in the insurance market.

Life Insurance Corporation of India is a well known and reputed insurance company which contains well performance in the insurance market. LIC of India provides varieties of new products to meets its customers’ needs. It is essential to study and analyze the customers satisfaction related with services provided by Life Insurance Corporation of India. Understanding the business performance of LIC is essential from customer’s point of view, because, the number of people are invest their money in the various insurance plans or policies for different purposes. Hence, the present study has to be conducted for to know the customer satisfaction and business performance of LIC.

Today in the competitive market place business organization fight each other for attracting more and more customers towards their products or services. Customer wants and preferences are changing day by day; so there is need to provide quality products or services to the consumer because
consumer is the king of market. Thereby, to retain the existing customers and attract new customers is the major and complex task before every business organization in the changing scenario of global market. Cost of acquiring new customers certainly more than retaining old customers. Hence, there is need to generate an idea in the minds of management of the company about the product development as per the need and requirement of customers. Customer satisfaction is the key aspect for the smooth running and success of business organizations. So, the business organization must focus and stress on the customer satisfaction by the all members of staff from most senior to least junior of the management hierarchy in all the framework of policies, practices and information. If the customers are not satisfied, business performance will be declined; because customer satisfaction is the primary indicators of customer purchase intention and their loyalty towards the particular product of company. That’s why company should evaluate the satisfaction of consumers from time to time regarding the quality of products or services. Once the company can make sound evaluation process of customer satisfaction; there is no need to make extra ordinary task regarding the quality of products or services.