Chapter 7

LIMITATIONS

There were certain limitations of this study that are enlisted below:

The study was limited only to Indore District. Similar studies need to be carried out across different states to find out the real impact of demographic factors on investors satisfaction as well as their perception. To increase the level of insurance penetration LIC may focus on bringing products that suit to the rural customers. The company if possible should invest in advertising conduct road shows, and spend money on hoardings, so that it can better propagate awareness about its various lesser known products.

- LIC should also tie up with several other banks apart from the existing ones to sell its products i.e. through bank assurance.
- The company has the option of tying up with local NGO’s for selling its rural insurance products.
- Customer friendly documentation i.e. it should be made easier and faster.
- LIC should keep a check that its agents equally promote all its products.
- LIC may provide additional funds to its development officers and agents.
- All the hidden charges should clearly be stated in the form and explained by the agents and LIC should provide better training to its agents.
- Claim settlement process should be made fast and must not involve lengthy decision making process.
- Some special focus should be laid on individual risk coverage while designing the products.
- Resources of the researcher, as the insurance service providers & customers are spread all over the country; a large amount of financial resources is required.
- Geographical expansion of target population, as we know that the customers are located throughout the country.
- Time of submission, due to academic schedule the researcher had the limited time frame to complete this research.
• The findings of the current study were applicable only to the private life insurance services.
• The target population was the customers of insurance industry so the findings could not be generalized to the customers of other sectors.

In this field, for the further research with a little modification this questionnaire can be applied to customers of public life insurance services. A comparison of the customer satisfaction of both private & public insurance industry can be done. Customer satisfaction can related to the profitability through customer loyalty and customer retention.

**Recommendations for Future Research**

This study used quantitative methods in determining the drives and effects of customer satisfaction in insurance industry through a cross-sectional study. It is recommended that future research should examine the determinants of satisfaction using other in-depth, projective qualitative techniques such as interview and focus group discussion to provide more in depth understanding of the key determinants of satisfaction in the insurance industry. The following areas are recommended for future research based on the present study:

A longitudinal study of the determinants for customer satisfaction in the insurance sector in Indore Region.

• The factors that drive satisfaction for specific insurance products.
• The impact of customer relationship management on customer loyalty.

The managerial implications of these findings include a commitment to the implementation of CRM within the organization as well as a commitment to the provision of excellent customer service in order to affect the relationship building and the implementation of CRM. This places great emphasis on improving the customer service of personnel in order to ensure that the objectives of the CRM strategy are attained. Specific actions that can be considered by management include:

• Customer service levels are critical in establishing and developing relationships.
• Management need to examine existing processes and methods in which service is offered, and where necessary make changes which can improve the service for customers.

• Training with respect to customer service and improvement in the service levels offered by staff. This is a key area in the development of long term customer relationships.

• In any implementation, it is necessary to identify, differentiate and then interact with customers' in order to provide customized services. This requires that management have the ability to identify customers who are important to the organization and then be able to ensure that their needs are different. This will enable them to communicate more appropriately with the customer.

• Continuous interaction with the customers are necessary in order continue with relationship

• Building activities over the long term. This may require new methods and techniques in communication such as the use of email, SMS and other technological communication devises.