



A STUDY ON SERVICE EFFECTIVENESS AT MAXPRO ASIA

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Abstract - Service effectiveness plays a major role in determining customer satisfaction and organizational success in the financial and commodity trading industry. The present study titled “**A Study on Service Effectiveness at Maxpro Asia**” focuses on evaluating the quality, reliability, responsiveness, and customer support services offered by **Maxpro Asia**. The study aims to understand customer perceptions regarding trading facilities, technical support, market updates, and overall service performance provided by the company.

Primary data for the study were collected through questionnaires distributed among customers and employees of **Maxpro Asia**. Secondary data were gathered from company websites, journals, articles, and financial service reports. The research uses descriptive analysis to interpret customer opinions and satisfaction levels regarding service effectiveness. The findings reveal that customers are generally satisfied with the company’s trading support, response time, and market assistance. However, certain areas such as advanced training programs and faster grievance handling require further improvement.

The study concludes that effective customer service, transparent communication, and technological support contribute significantly to customer retention and organizational growth in the commodity trading sector. Continuous improvement in service quality can help **Maxpro Asia** strengthen its competitive position in the financial services market.

Keywords: Service Effectiveness, Customer Satisfaction, Commodity Trading, Financial Services, Service Quality, Maxpro Asia, Customer Support, Trading Performance.

1. INTRODUCTION

Service effectiveness refers to the ability of an organization to deliver high-quality services that satisfy customer expectations and improve operational performance. In the financial services sector, especially in commodity

trading companies, effective service delivery is essential for maintaining customer trust and achieving business growth. Customers expect accurate market information, reliable trading platforms, quick response to queries, and efficient technical support.

Maxpro Asia is a commodity trading and brokerage company that offers trading services, market analysis, investment guidance, and customer support through modern trading platforms. The company focuses on providing efficient services to traders and investors in commodity markets. As competition in financial services increases, companies must continuously improve service quality to retain customers and build long-term relationships.

This study analyses the effectiveness of services offered by **Maxpro Asia** and evaluates customer satisfaction regarding various aspects such as responsiveness, reliability, communication, technical support, and trading assistance.

2. OBJECTIVES OF THE STUDY

The objectives of the study are designed to analyse the effectiveness of services provided by **Maxpro Asia** and to understand the level of customer satisfaction towards the company’s trading and support services. In the financial and commodity trading industry, service quality is an important factor that influences customer trust, business growth, and organizational reputation. Customers expect timely market information, reliable trading facilities, effective communication, and quick support services. Therefore, this study focuses on evaluating how efficiently Maxpro Asia delivers its services and satisfies customer expectations.

Primary Objective

The primary objective of the study is:

- To study the service effectiveness at Maxpro Asia.

This objective focuses on examining the overall quality and efficiency of services provided by the organization. It helps in understanding whether the company's services meet customer needs and contribute to customer satisfaction and business performance. The study also evaluates how effectively the company maintains customer relationships through proper support and communication systems.

Secondary Objectives

The secondary objectives of the study are:

- To analyze customer satisfaction regarding the services offered by Maxpro Asia.
- To evaluate the responsiveness of customer support services towards customer queries and complaints.
- To examine the reliability and efficiency of trading and brokerage services provided by the company.
- To study the effectiveness of communication and market guidance offered to customers.
- To identify factors influencing service quality and customer experience.
- To evaluate the effectiveness of technical support and online trading platforms.
- To provide suitable suggestions for improving service effectiveness and customer relationship management at **Maxpro Asia**.

These objectives help in identifying the strengths and weaknesses of the company's services and provide useful insights for improving customer satisfaction and organizational performance. The study also supports management in developing better service strategies to achieve long-term customer loyalty and competitive advantage in the financial services industry.

3. NEED FOR THE STUDY

The need for the study arises from the increasing importance of service quality and customer satisfaction in the financial and commodity trading industry. In a highly competitive market, organizations must provide reliable, responsive, and customer-focused services to maintain customer trust and business growth. Customers expect accurate market information, efficient trading support, quick response to complaints, and smooth online trading facilities. Therefore, it is essential to evaluate the effectiveness of services provided by **Maxpro Asia** in meeting customer expectations and improving overall customer experience. The study helps in understanding customer opinions regarding the company's service quality, communication, responsiveness, and technical support systems.

The study is also necessary because service effectiveness directly influences customer loyalty, organizational reputation, and long-term success. By analysing customer satisfaction and service performance, the company can identify its strengths and areas requiring improvement. The research provides valuable suggestions for enhancing customer relationship

management, improving trading support services, and strengthening digital service facilities. In addition, the findings of the study help **Maxpro Asia** develop better service strategies and maintain a competitive advantage in the financial services industry. Thus, the study benefits both the organization and its customers by contributing to improved service standards and business performance.

4. SCOPE OF THE STUDY

The scope of the study is limited to analysing the service effectiveness at **Maxpro Asia** in the financial and commodity trading sector. The study mainly focuses on evaluating customer satisfaction regarding the services provided by the company, including customer support, communication, trading assistance, technical support, and online trading facilities. It examines how effectively the organization fulfills customer expectations and maintains service quality in a competitive business environment.

The study also covers various factors influencing service effectiveness such as responsiveness to customer queries, reliability of services, market guidance, employee interaction, and problem-solving efficiency. The research helps in understanding customer perceptions and identifying areas where improvements are required. The findings of the study provide valuable suggestions for enhancing service quality, customer relationship management, and operational efficiency at **Maxpro Asia**. Therefore, the study is beneficial for both the organization and customers in improving overall business performance and customer satisfaction.

5. RESEARCH METHODOLOGY

Research methodology refers to the systematic process used for collecting, analysing, and interpreting data related to the study. It helps in achieving the objectives of the research in a scientific and organized manner. The present study on "**Service Effectiveness at Maxpro Asia**" uses appropriate research methods to analyse customer satisfaction and service quality provided by the organization.

Research Design

The study follows a descriptive research design. Descriptive research is used to describe customer opinions, satisfaction levels, and service effectiveness at Maxpro Asia.

Sources of Data

Primary Data

Primary data were collected directly from customers and employees through structured questionnaires and personal interaction. The questionnaire included questions related to customer satisfaction, responsiveness, technical support, communication, and overall service quality.

Secondary Data

Secondary data were collected from various sources such as:

- Company websites
- Annual reports
- Journals and articles
- Research papers
- Financial service reports
- Online publications

Sampling Method

The study uses the convenience sampling method for selecting respondents. Respondents were selected based on availability and willingness to participate in the survey.

Area of the Study

The study was conducted at Maxpro Asia and focuses on analysing the effectiveness of services provided to customers in the commodity trading sector.

Limitations of the Study

- The study is limited to selected respondents only.
- Responses may vary according to individual opinions and experiences.
- Time constraints limited extensive data collection.
- The study focuses only on service effectiveness at **Maxpro Asia** and may not represent the entire financial services industry.

6. REVIEW OF LITERATURE

Review of literature refers to the study and analysis of previously published research works, articles, journals, and books related to the research topic. It helps in understanding different concepts, theories, and findings associated with service effectiveness and customer satisfaction in the financial services industry. The review of literature provides a strong theoretical foundation for the present study on service effectiveness at **Maxpro Asia**.

Parasuraman, Zeithaml, and Berry (1988) developed the **SERVQUAL** model to measure service quality based on five important dimensions namely reliability, responsiveness, assurance, empathy, and tangibility. According to the authors, customer satisfaction depends on the gap between customer expectations and actual service performance. Their study emphasized that organizations providing high-quality services can improve customer loyalty and business performance.

Kotler and Keller (2016) explained that customer satisfaction is one of the most important factors influencing organizational success. The authors stated that effective communication, quick response to customer needs, and quality service delivery help organizations maintain strong customer relationships. In the financial services sector, customer trust and satisfaction play a vital role in retaining customers and achieving competitive advantage.

Cronin and Taylor (1992) argued that service performance directly affects customer satisfaction and behavioural intentions. Their study highlighted that organizations focusing on efficient service delivery and customer-oriented practices achieve better customer retention and market reputation. The researchers also emphasized the importance of continuous improvement in service quality to meet changing customer expectations.

Zeithaml, Bitner, and Gremler (2018) explained that technology-based services have become an essential part of the financial sector. Online trading platforms, technical support, and digital communication systems influence customer experience and satisfaction. Efficient technological services help organizations improve operational performance and customer convenience.

7. SERVICE EFFECTIVENESS AT MAXPRO ASIA

Introduction to Service Effectiveness

Service effectiveness refers to the ability of an organization to provide quality services that satisfy customer expectations and improve organizational performance. In the financial and commodity trading industry, effective services are essential for maintaining customer trust, improving customer loyalty, and achieving business growth. **Maxpro Asia** focuses on delivering reliable and customer-oriented services through trading support, communication systems, and technical assistance.

Reliability of Trading Services

Reliability is one of the most important dimensions of service effectiveness at **Maxpro Asia**. Customers expect uninterrupted trading facilities, accurate transaction processing, and timely market information. The company provides commodity trading services and market guidance that help customers make informed investment decisions. Reliable services increase customer confidence and strengthen the relationship between the company and its clients.

Responsiveness to Customer Needs

Responsiveness refers to the willingness of the organization to provide quick assistance and support to customers. **Maxpro Asia** offers customer support through calls, emails, and online communication channels to solve customer queries and complaints. Immediate response to customer issues is very important in the financial services sector because delays may affect trading activities and customer satisfaction. Efficient response systems help the company maintain positive customer relationships.

Technical Support Services

Technical support plays a significant role in improving service effectiveness at **Maxpro Asia**. The company provides assistance regarding online trading platforms, account management, login issues, and transaction-related problems. Customers require proper technical guidance to use digital trading services effectively. By providing timely technical assistance, the organization improves customer convenience and reduces operational difficulties.

Communication and Market Guidance

Effective communication is essential for maintaining customer trust and satisfaction. **Maxpro Asia** regularly provides market updates, trading information, investment guidance, and commodity price analysis to customers. Proper communication helps customers understand market trends and make better trading decisions. Transparent and timely communication improves customer confidence in the company's services.

Customer Satisfaction

Customer satisfaction is considered an important indicator of service effectiveness. Most customers of **Maxpro Asia** are satisfied with the company's support services, employee behaviour, and trading assistance. Customers appreciate the professionalism and guidance provided by the organization. However, some customers expect improvements in grievance handling speed, advanced training programs, and additional digital support facilities.

Employee Interaction and Support

Employee interaction significantly influences customer satisfaction and service quality. Employees at **Maxpro Asia** assist customers in resolving issues related to trading, account management, and market understanding. Friendly behaviour, professionalism, and effective communication by employees help create a positive customer experience and improve customer retention.

Overall Service Performance

Overall, **Maxpro Asia** maintains satisfactory service effectiveness through reliable trading services, technical support, customer communication, and responsiveness. The company continuously focuses on improving service quality and customer relationship management practices. Enhancing digital services, strengthening customer support systems, and conducting investor awareness programs can further improve service effectiveness and organizational performance in the competitive financial services industry.

8. FINDINGS OF THE STUDY

The findings of the study are based on the responses collected from customers and employees regarding the **service effectiveness at Maxpro Asia**. The study helped in understanding customer opinions, satisfaction levels, and the overall quality of services provided by the organization.

- Majority of the respondents are satisfied with the services provided by Maxpro Asia.
- Customers feel that the company offers reliable trading and brokerage services.
- Most respondents are satisfied with the responsiveness of customer support services.
- Customers appreciate the timely market updates and trading guidance provided by the company.
- The online trading platform is considered user-friendly and effective by many respondents.
- Technical support services provided by the organization help customers solve trading and account-related issues efficiently.
- Employee behaviour and communication with customers are viewed positively.
- Some respondents expressed the need for faster grievance handling and complaint resolution.
- A few customers expect additional investor awareness and training programs from the company.
- Continuous improvement in digital services and customer relationship management can further enhance customer satisfaction and service effectiveness at Maxpro Asia.

9. CONCLUSION

The study on “**Service Effectiveness at Maxpro Asia**” highlights the importance of quality service delivery in achieving customer satisfaction and organizational success in the financial and commodity trading industry. The study reveals that **Maxpro Asia** provides effective services through reliable trading support, responsive customer assistance, technical guidance, and proper communication systems. Customers are generally satisfied with the company's professionalism, market updates, and trading facilities, which

contribute to positive customer relationships and business growth.

The research also shows that service effectiveness plays a vital role in improving customer trust, loyalty, and organizational reputation. Although the company performs well in many service areas, there is still scope for improvement in grievance handling, customer training programs, and advanced digital support services. By continuously improving service quality and focusing on customer needs, **Maxpro Asia** can strengthen its competitive position and achieve long-term success in the financial services market.

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