

# On Overview Of Customer Attitude Towards E-Postal Services In India: A Case Study On Chitradurga City

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*Abstract: The e-Post office is expanded permanently through new products and services in order to offer a product portfolio corresponding to the market. The e-Services offer new flexibility through e-Packet, the PICKUP order for packages over the internet as well as the online forwarding and storage orders. Electronic money order (eMO), Instant Money Order (iMO), tracking of express and international shipments. Pin code scratch and registering of feedback complaints is now a major instrument available to the Govt., for mopping up savings and transacting both in the urban and rural areas. This study aimed at studying the customer attitude towards e-postal services in Chitradurga city. To find problems faced by if any and try to offer suggestions to overcome the same.*

*Keywords: e-postal, e-packet, iMO, eMO.*

## I. INTRODUCTION

Indian postal service functioning under the brand name of India post is a government operated postal system in India; it is generally referred to within India as "The Post office".

In order to promote the e-Post office is the shopping portal of the world renewed postal service on the Internet and an additional distribution channel. And now a days this electronic postal services make an new action like selling stamps, postcards, packets, cartons and has services like courier, registering for electricity vendors, selling mobile cards etc., under this website many products and services can be ordered.

The e-Post office is expanded permanently through new products and services in order to offer a product portfolio corresponding to the market. The e-Services offer new flexibility through e-Packet, the PICKUP order for packages over the internet as well as the online forwarding and storage orders. Electronic money order (eMO), Instant Money Order (iMO), tracking of express and international shipments. Pin code scratch and registering of feedback complaints is now a major instrument available to the Govt., for mopping up savings and transacting both in the urban and rural areas.

## II. REVIEW OF LITERATURE

*DR. SR SAGI COMMENTED ON MAR 08 2010*

A commentator not on today's postal system was given by him stain that 'challenge is not technology, but in changing people working post offices, the post office with customer friendly service in far way form the practices. the postal system with customer unfriendly, abusing customer, grossly corrupted, inefficient, collecting charges, commission etc. have been made the post office near by corrupted. So management has to learn something about the proper customer relationship and take necessary steps and precautionary measures.

*VIKRAM COMMENTED ON JUNE 15 2010*

Indian post in receiving it self from the past and traditional system. Receiving implies bring changes in system of postal service offered by India Pot to first the competition form private courier service operators. So this in the visut time for India post a public sector institution brings a radical change in its appearance.

The modification includes:

- ✓ Diversifying the products like developing and appreciating E based system
- ✓ Cater services to rural areas
- ✓ Bring changes in employee outlook.

These are all the modification recommendation to stand on this Globalizes competition world competitor especially by using E based system.

*APTE COMMENTED ON JANUARY 28 2011*

India post loosing their market proportionately from the last 20 years. The decrease in demand for traditional postal system and the market for courier services are to essential aspects which shows India Post in no longer a sellers market. This solution measure India pot has to adopt various strategies and has to review their past strategies.

Indian postal baking system in performing will in the sphere of banking. And they utilized all f their sstrategies to meet the rural basic banking needs. Along with there, the Central Government utilizing the network of India post to grant subsidies in cash for the rural and below poverty line people.

So all the above are the records sharing the performance of India post in different arrays.

*SWARNA COMMENTED ON APRIL 05 2011*

It is a rebirth time of India pot. The efforts of reinventing itself, and coming up with innovations the postal system has countering in the field of innovation in forms 'online'. This article say that this is gap between what people expecting and what actually postal system offering.

Their wider need to upgrade the postal system with closure efforts because it is an important Government agency in rural and semi urban areas in the country.

*S. SUBRAMANYAN COMMENTED ON MAY 16, 2011*

Post office has made giant strides in these decades. Now India post counter pointing the system 24X7 service system and has used technology which enables it to see that a money order sent to any part of the country delivered within 24 hours. The Money Order Services24X7- in around the country in a bulk assessment in this county because of lakhs of people. Metro –Non Metro peoples and country experiencing the people misration between the states. Similarly these are lot of developments and advancements. So, there are no doubt difficulties such a bottleneck in clearing the mail I big cities and delivery thereof. This can be eliminated by codifying the district demographic profile.

**NEED FOR THE STUDY**

The post office has a wide range of scope, and providing various services including postal, non-postal and financial services to customers. This study helps to know the changes which occurred in popst office because now days they are move from manual system services into electronic system services. This study made to know the present scenario of e-Postal services in Chitradurga city.

**OBJECTIVES OF THE STUDY**

The study contained the following objectives they are-

- ✓ To make a brief study of development of e-Postal system of India.
- ✓ To analysis the profiles of the chitradurga superindent post office.
- ✓ To make a brief study of various electronic enabled schemes and services provided by the post office to customers.
- ✓ To study the problems connected with the services provided by the e-Postal services.
- ✓ To study about various Indian Postal Services available in India.
- ✓ To study about various e-Postal services provided by post offices in Chitradurga city.

**III. MATERIAL AND METHODOLOGY**

The present study is based on both primary and secondary data. Primary data gathered through field investigation in Chitradurga city and their by interview the senior Assistants, accountant and computer operators of Superintendent Post Office in chitradurga city. Secondary data was collected form various sources such as books, journals, magazines, news papers and internet. Due to time constraint study as been restricted to 40 respondents in Chitradurga City, the data was collected by surveying questionnaire to these selected respondents.

The primary data was collected from primary sources is analyzed and interpreted systematically in the form of statements, Charts, Graphs and tables.

**SCOPE OF THE STUDY**

The study is limited to chitradurga city only and this report gives information in general regarding the products and services provided by post office through electronically for customers and other communities. The other services that are being rendering by the post office have not been covered in the study.

**LIMITATIONS OF THE STUDY**

- ✓ Every bit of data collected for the study from the respondents is assumed to be correct.
- ✓ Finding of the study is fully based on the information collected by the post offices in Chitradurga city.
- ✓ This study covered only to Chitradurga city.
- ✓ This study has restricted to 40 respondents of Chitradurga city.

**IV. RESEARCH ANALYSIS AND INTERPRETATION**

Research Analysis is based on the responses given in the mail questionnaire by the customers of the Superintendent Post Office. A detailed and systematic analysis was done. So as to have complete information about their postal services. Every question was analyzed individually.

Firstly, the information's collected from customer through questionnaire-collected information was classified into different groups. Secondly, It is put in the form of tables, analysis was done and interpretation was drawn on the basis of tabulated data.

Most of the analysis is done on the basis of percentages method; most of the analysis is represented graphically in the form of bar charts. Many of the findings have been also represented in the form of pie charts.

All the data analyzed in this chapter is strictly on the basis of the information obtained from customer of post office. No personal preconceptions and value judgments have been added in the "Discussion on findings".

**CLASSIFICATION OF THE RESPONDENTS BASED ON GENDER**

On the basis of gender, the customer of post office has been classified into two categories.

Gender	No. of Respondents	Percentage[%]
Male	24	60%
Female	16	40%
<b>Total</b>	<b>40</b>	<b>100%</b>

[Source: Field Survey]

Table 1

Chart showing the gender of respondents

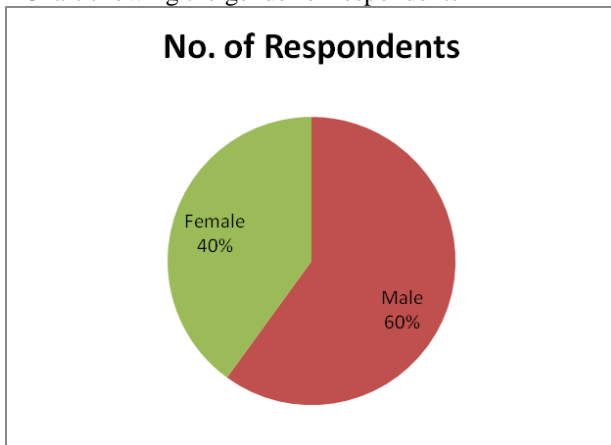


Chart 1

**ANALYSIS**

The above data reveals that the 60% of the respondents are male and 40% of respondents are female. The post office attracts more male customers.

**CLASSIFICATION OF THE RESPONDENTS BASED ON AGE GROUP**

On the basis of age, the customer of post office has been classified into four categories.

Years	No. of Respondents	Percentage [%]
Below 20	08	20%
20 TO 30	10	25%
30 to 40	14	35%
Above 40	08	20%
<b>Total</b>	<b>40</b>	<b>100%</b>

[Source: field survey]

Table 2

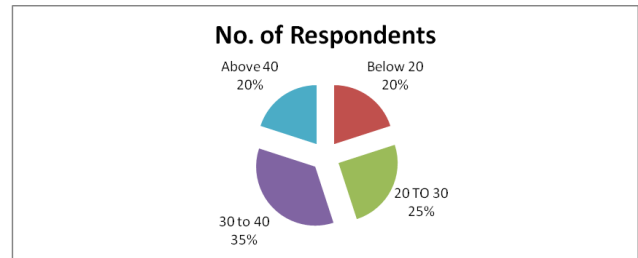


Chart 2

**ANALYSIS**

From the above table it is clear that, out of 40 respondents, only 08 of them belong to age group below 20 years and above 40 years. In the age of 30 -40, they are 14 respondents, 10 respondents of 20-30 years.

**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF STATUS**

On the basis of status, the customers have been classified into four groups.

Status	No. of Respondents	Percentage[%]
Student	10	25%
Business/ Profession	12	30%
Employee	8	20%
Any other	10	25%
<b>Total</b>	<b>40</b>	<b>100%</b>

[Source: Field survey]

Table 3

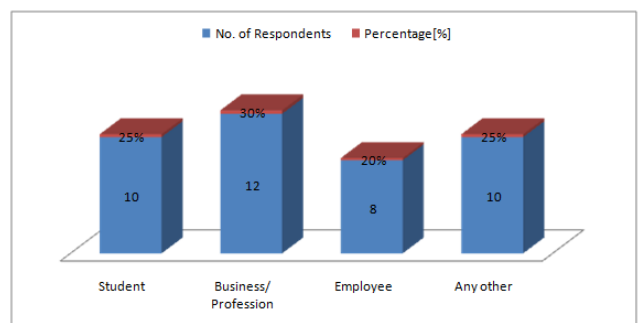


Chart 3

**ANALYSIS**

The above table shows that 25% of the respondents belong to Students and any other group, 30% are in business/Profession field, 20% are in employees.

**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF ANNUAL INCOME**

On the basis of Annual income, the customers have been classified into four categories.

Annual income (Rs.)	No. of Respondents	Percentage[%]
Below 12000	08	20
12000 to 16000	06	15
16000 to 20000	10	25
Above 20000	16	40
<b>Total</b>	<b>40</b>	<b>100</b>

[Source: field survey]

Table 4

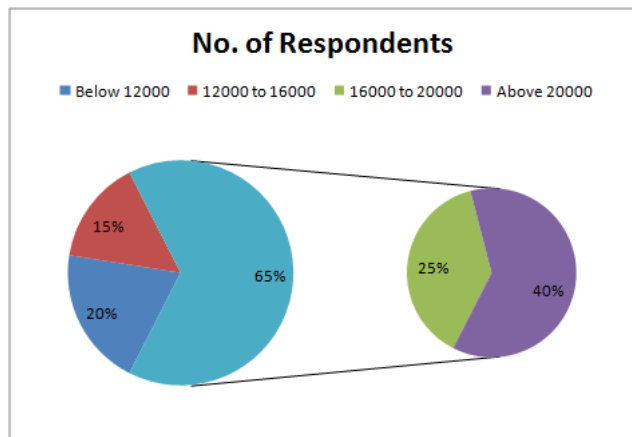


Chart 4

**ANALYSIS**

From the above diagram it is clear that the 20% of the respondents having the annual income of below Rs.12000, 15% of the respondents having the annual income of Rs.12000-Rs.16000, 25% of the respondents having the Annual income of Rs.16000-20000, 40% of the respondents having the Annual Income of above Rs.20000.

**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF CUSTOMER OF POST OFFICE**

On the basis of customer to the post offices, classified into four categories.

Years	No. of Respondents	Percentage[%]
From 1 year	04	10%
02 to 05 years	06	15%
05 to 10 years	20	50%
Above 10	10	25%
<b>Total</b>	<b>40</b>	<b>100%</b>

[Source: Field survey]

Table 5

Chart showing the customer of post office

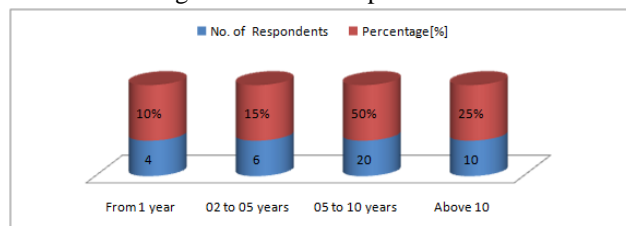


Chart 5

**ANALYSIS**

From the above diagram it is clear that 10% of the respondents are customer post office from 1 year, 15% of the respondents are customer of post office from 02-05years, 50% of the respondents re customer of post office from 50-10 years and the balance 25% of the respondents are the customer of post office from above 10 years.

**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF VISITINGS TO THE POST OFFICE**

Visiting period	No of respondents	Percentage (%)
Daily	6	15%
Weekly	10	25%
Monthly	16	40%
Occasionally	08	20%
<b>Total</b>	<b>40</b>	<b>100%</b>

[Source: Field survey]

Table 6

Chart showing the visiting period to post office by customers

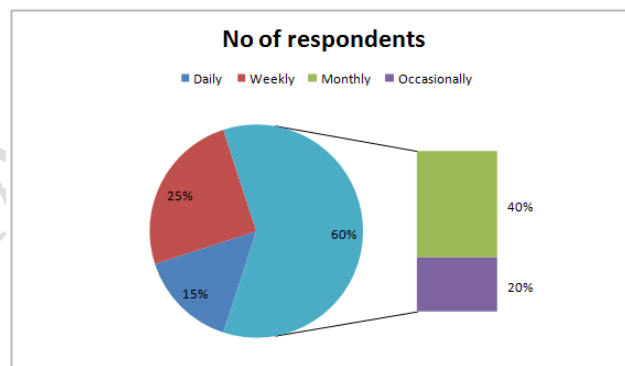


Chart 6

**ANALYSIS**

With help of the above diagram it is clear that 15% of the respondents are visiting to the Post Daily, 25% of the respondents are visiting to the post office weekly. 40% of the respondents are visiting to the post office monthly, 20% of the respondents visiting occasionally to the post office.

**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF TYPES OF SERVICES PROVIDED POST OFFICE**

On the basis of types of services provided by post office classified into four categories.

Postal services	No of Respondents	Percentage[%]
Booking of Registered articles	06	15%
Booking of parcels	06	15%
e-Postal Services	18	45%
Speed Post	10	25%
<b>Total</b>	<b>40</b>	<b>100%</b>

[Source: Field survey]

Table 7

Chart showing the types of services provided by the post office

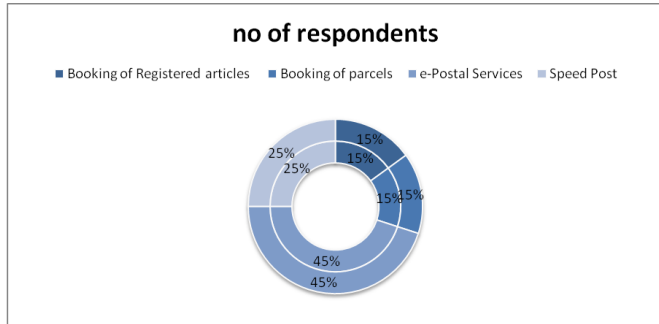


Chart 7

**ANALYSIS**

From the above graph it is clear that 15% of respondents receiving the Booking of Registered articles, 15% of the respondents receiving the Booking of Parcels, 45% of the respondents receiving e-Postal services and 25% of respondents receiving Speed Post service from the post office.

**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF SATISFACTION LEVEL ABOUT THE SERVICES PROVIDED BY THE POST OFFICE**

On the basis of satisfaction level classified into three types.

Opinion	No. of Respondents	Percentage (%)
Satisfied	14	35%
High satisfied	16	40%
Dis satisfied	10	25%
Total	40	100%

[Source: Field survey]

Table 8

Chart showing the satisfaction level about the services provided by the post office

**No .of respondents**

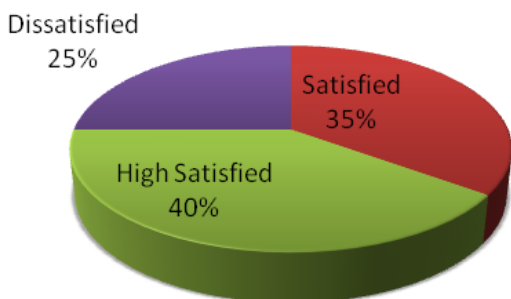


Chart 8

**ANALYSIS**

With the help of the above diagram is clear that the 35% of respondents are highly satisfied. 40 % of respondents are satisfied and 25% of respondents are dissatisfied.

**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF MEDIA WHICH INFLUENCE TO THE CUSTOMERS**

On the basis of media which influences customers categorized into six types

Media	No Of respondents	Percentage [ % ]
T V	04	10
Magazines	04	10
News papers	08	02
Internet	06	15
Friends / relations	10	25
Other	08	02
<b>Total</b>	<b>40</b>	<b>100</b>

[Source: Field survey]

Table 9

Chart showing type of media which influences customers

**No Of respondents**

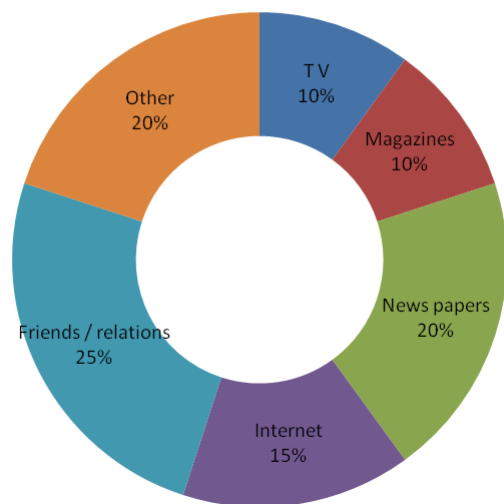


Chart 9

**ANALYSIS**

With the help of the above diagram it is clear that the 25% of the respondents are influenced by Friends/ relation, 15% of the respondents are influenced by Internet, 10% of the respondents are influenced by T V and Magazines and 2% of the respondents are influenced by the news Paper and other Medias.

**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF SELECTION OF e-POSTAL SERVICES**

On the basis of factor which influences the customer to select the e-Postal Services

Selection factor	No of respondents	Percentage (%)
Easy accessibility	12	30%
Safety/handling	10	25%
Economic one	10	25%
All	08	20%

<b>Total</b>	<b>40</b>	<b>100%</b>
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[Source: Field survey]

Table 10

Chart showing type of factor influences to select e-Postal services

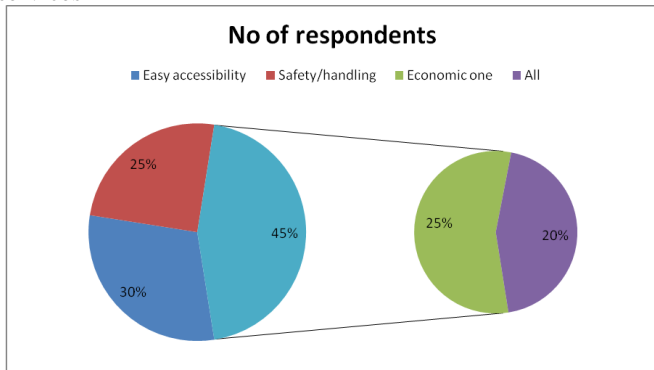


Chart 10

**ANALYSIS**

With the help of the above diagram it is clear that the 30% of the respondents are selecting the e-Postal Services by the factor of an Easy Accessibility, 25% of the respondents selecting the e-Postal Services by the factor Safety/handling, 25% of the respondents are selecting the e-Postal Services by the factor of Economic one and 20% of the respondents are selecting the e-Postal Services because of all above stated factors.

**CLASSIFICATION OF THE RESPONDENTS BASED ON AWARENESS ABOUT e-POSTAL SERVICES**

On the basis of awareness about e-Postal services, has been classified into two categories.

Awareness level	No. of respondents	Percentage (%)
Yes	22	55%
No	18	45%
<b>Total</b>	<b>40</b>	<b>100%</b>

[Source: field survey.]

Table 11

**CLASSIFICATION OF THE RESPONDENTS BASED ON AWARENESS ABOUT e-POSTAL SERVICES**

On the basis of awareness about e-Postal services, has been classified into two categories.

Awareness level	No. of respondents	Percentage (%)
Yes	22	55%
No	18	45%
<b>Total</b>	<b>40</b>	<b>100%</b>

[Source: field survey.]

Table 11

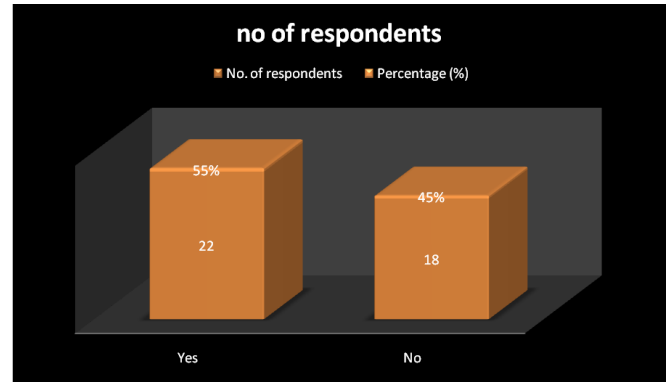


Chart 11

**ANALYSIS**

The above table reveals that the 55% of respondents are aware, and 45% of respondents are not aware about e-Postal services, majority of respondents are more user of e-Postal services.

**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF OPINION ABOUT THE e-MO SERVICE**

On the basis of their opinion about the e-MO services, customer has been classified into four categories.

Opinion	No of respondents	Percentage[%]
Excellent	18	45%
Good	10	25%
Average	08	20%
Bad	04	10%
<b>Total</b>	<b>40</b>	<b>100%</b>

[Source: Field survey]

Table 12

Chart showing opinion about the e-MO service

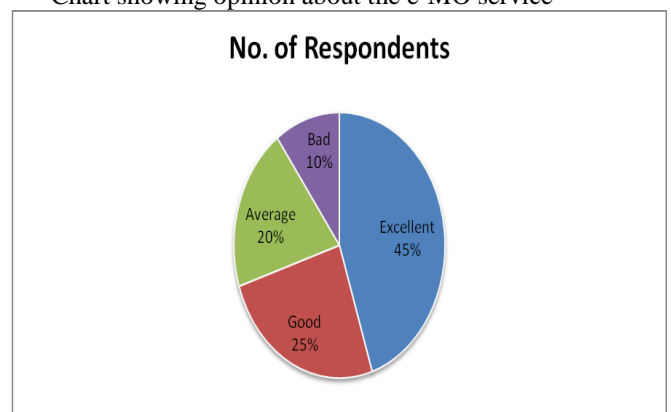


Chart 12

**ANALYSIS**

With the help of the above diagram it is clear that the 45% of the respondents opinion that e-MO services is Excellent, 25% of the respondents are opinion that e-MO service is Good, 20% of the respondents are opinion that e-MO service is Average, and 10% of the respondents opinion that the e-MO service is Bad.

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF OPINION ABOUT THE CUSTOMER CARE SERVICE

On the basis of their opinion about the customer care services, customer has been classified into four categories

Opinion	No. of respondents	Percentage[%]
Excellent	08	20%
Good	18	45%
Average	10	25%
Bad	04	10%
<b>Total</b>	<b>40</b>	<b>100%</b>

[Source: Field survey]

Table 13

Chart showing opinion about the Customer Care service

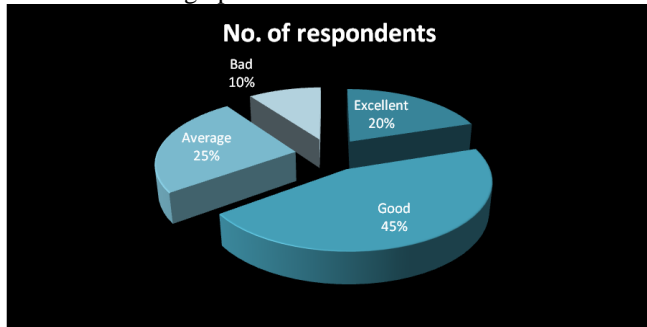


Chart 13

ANALYSIS

With the help of the above diagram it is clear that the 20% of the respondents feels that customer care services is Excellent, 45% of the respondents are opinion that Customer services is Good, 25% of the respondents are opinion the Customer Care services is Average, and 10% of the respondents opinion that the Customer Care services is Bad .

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF OPINION ABOUT THE WESTERN UNION MONEY TRANSFER

On the basis of their opinion about the western Union Money Transfer services, customer has been classified into four categories.

Opinion	No. of respondents	Percentage[%]
Excellent	24	60%
Good	10	25%
Average	06	15%
Bad	00	00%
<b>Total</b>	<b>40</b>	<b>100%</b>

[Source: Field survey]

Table 14

Chart showing opinion about the Customer Care Service



Chart 14

ANALYSIS

With the help of the above diagram it is clear that the 24% of the respondents feels that western Union Money Transfer services is Excellent, 25% of the respondents are opinion that is Good, 15% of the respondents are opinion the Customer Care services is Average, and 0% of the respondents opinion that the Customer Care services is Bad

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF SATISFACTION LEVEL ABOUT WESTERN UNION MONEY TRANSFER SERVICE

On the basis their satisfaction level, respondents has been classified into three types.

Opinion	No. of respondents	Percentage[%]
Highly Satisfied	18	45%
Satisfied	16	40%
Dissatisfied	6	15%
<b>Total</b>	<b>40</b>	<b>100%</b>
Opinion	No. of respondents	Percentage[%]

[Source: Field survey]

Table 15

Chart showing customer satisfaction level about Western Union Money Transfer

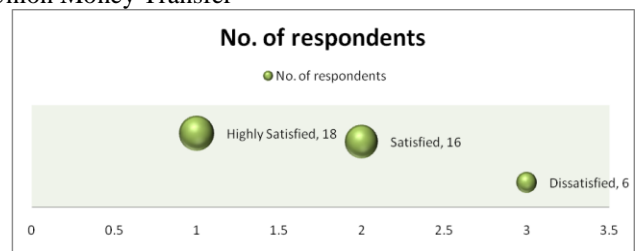


Chart 15

ANALYSIS

With the help of the above diagram it is clear that the 45% of the respondent Highly Satisfied, 40% of the respondents are satisfied, 15% of the respondent are dissatisfied about Western Union Money Transfer.

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF OPINION ABOUT THE ELECTRONIC CLEARING SERVICE

On the basis of their opinion about the Electronic Clearing service, respondents have been classified into four categories.

Opinion	No. of respondents	Percentage[%]
Excellent	20	50%
Good	10	25%
Average	06	15%
Bad	04	10%
<b>Total</b>	<b>40</b>	<b>100%</b>

[Source: Filed survey]

Table 16

Chart showing opinion of Customer about Electronic Clearing Services

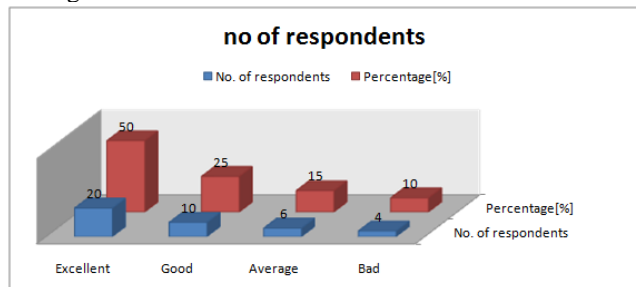


Chart 16

ANALYSIS

With the help of the above diagram it is clear that 50% of the respondents opine that Electronic Clearing Service is Excellent, 25% of the respondents are opinion that Electronic Clearing Service is good, 15% of the respondents are opinion that Electronic Clearing Service is Average, and 10% of the respondents opinion that Electronic Clearing Service is bad

CLASSIFICATION OF RESPONDENTS ON THE BASIS OPINION ABOUT THE e-PAYMENT/e-BILL POST SERVICE

On the basis of their opinion about the e-Payment/e-Bill Post service, respondents have been classified into four categories.

Opinion	No. of respondents	Percentage[%]
Excellent	16	40%
Good	12	30%
Average	08	20%
Bad	04	10%
<b>Total</b>	<b>40</b>	<b>100%</b>

[Source: Field survey]

Table 17

Chart showing opinion of Customer about e-Payment/e-Bill Post service

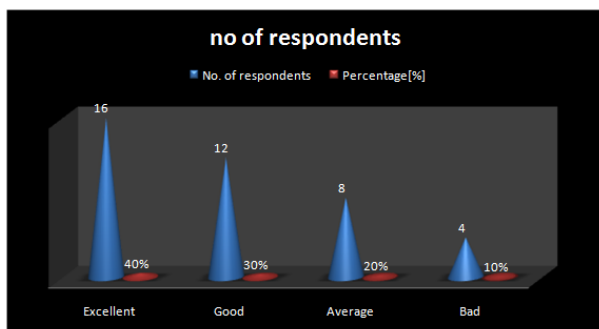


Chart 17

ANALYSIS

With the help of the above diagram it is clear that the 40% of the respondents opine that e-Payment/e-Bill Post Service is Excellent, 30% of the respondents are opine that e-Payment/e-Bill Post Service is Good, 20% of the respondents are opine the e-Payment/e-Bill Post Service is Average, and 10% of the respondents opine that the Electronic Clearing Service is Bad

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF OPINION ABOUT THE e-STAMPING SERVICE

On the basis of their opinion about the e-Stamping service, Respondents has been classified into four categories.

Opinion	No. of respondents	Percentage [%]
Excellent	16	40
Good	12	30
Average	06	15
Bad	06	15
<b>Total</b>	<b>40</b>	<b>100</b>

[Source: Field survey]

Table 18

Chart showing opinion about of e-Stamping service

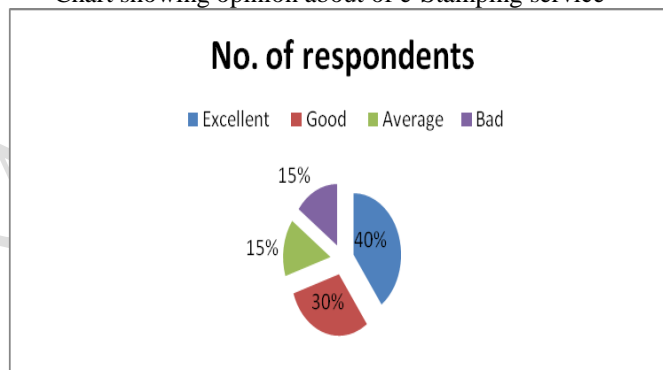


Chart 18

ANALYSIS

With the help of the above diagram it is clear that the 40% of the respondents opine e-Stamping Service is Excellent, 30% of the respondents are opine that e-Stamping Service is Good, 15% of the respondents are opine that Stamping Service is Average, and 15% of the respondents opine that Stamping Service is Bad.

CLASSIFICATION OF RESPONDENTS ON THE BASIS OPINION ABOUT RATES OF e-POSTAL SERVICES

On the basis of rates of e-Postal services, the respondents have been classified into three categories.

Rates	No. Of Respondents	Percentage[%]
Low	28	70%
Moderate	10	25%
High	06	15%
<b>Total</b>	<b>40</b>	<b>100%</b>

[Source: Field survey]

Table 19

Chart showing opinion about rates of e-Postal services



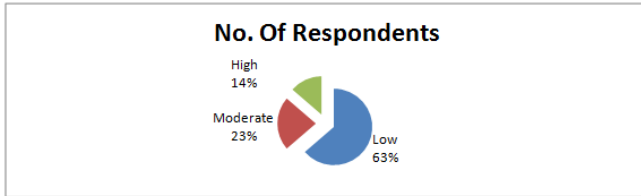


Chart 19

**ANALYSIS**

With the help of the above diagram it is clear that the 70% of the respondents feels that e-Postal Service rates are Low, 25% of the respondents are feels that e-Postal Service rates are moderate, 15% of the respondents are feels that e-Postal Services rates are high.

**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF OPINION ABOUT POST OFFICE MANAGEMENT**

On the basis of their opinion about the Post Office Management, respondents have classified into four categories.

Opinion	No. of respondents	Percentage[%]
Excellent	16	40%
Good	14	35%
Average	6	15%
Bad	04	10%
<b>Total</b>	<b>40</b>	<b>100%</b>

[Source: Field survey]

Table 20

Chart showing opinion about Post Office Management

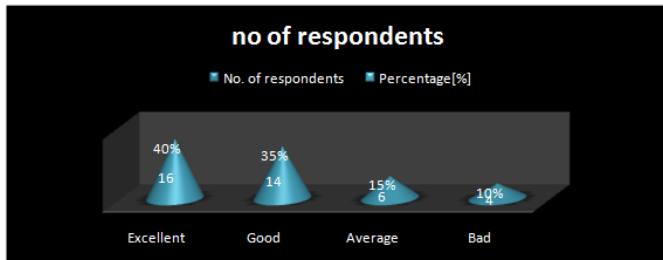


Chart 20

**ANALYSIS**

With the help of the above diagram it is clear that the 40% of the respondent opine that Post office Management is Excellent, 35% of the respondents are opine that Post Office Management is good, 15% of the respondents opine that Post Office Management is Average, and 10% of the respondents opine that Post Office Management is bad.

**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF SATISFACTION LEVEL ABOUT SECURITY MEASURES OF THE e-POST OFFICE SYSTEM**

On the basis their satisfaction level, respondents have been classified into three types.

Satisfaction Level	No. of respondents	Percentage[%]
Highly satisfied	18	45%
Satisfied	16	40%
Dissatisfied	06	15%
<b>Total</b>	<b>40</b>	<b>100%</b>

[Source: Field survey]

Table 21

Chart showing satisfaction level about e-Post office system

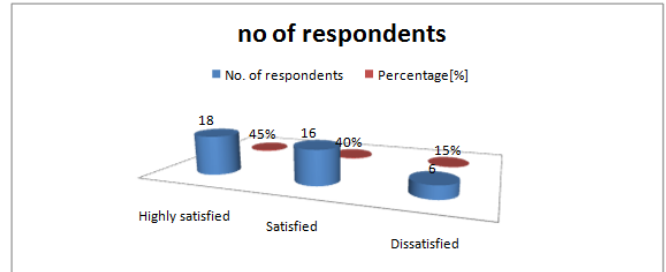


Chart 21

**ANALYSIS**

With the help of the above diagram it is clear that the 45% of the respondents Highly Satisfied about security measures of the e-Post Office System, 40% of the respondents are satisfied about security measures of the e-Post Office System, 15% of the respondents are dissatisfied about security measures of the e-Post Office system.

**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF SATISFACTION LEVEL ABOUT THE e-POSTAL SERVICES**

On the basis their satisfaction level, respondents have been classified into three types.

Opinion	No. of respondents	Percentage[%]
Highly satisfied	18	45%
Satisfied	14	35%
Dissatisfied	08	20%
<b>Total</b>	<b>40</b>	<b>100%</b>

[Source: Field survey]

Table 22

Chart showing satisfaction level about e-Postal services

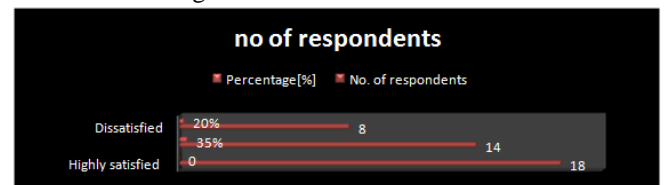


Chart 22

**ANALYSIS**

With the help of the above diagram it is clear that the 45% of the respondents are Highly Satisfied about the e-Postal Services, 35% of the respondents are satisfied about the e-

Postal Services, 20% of the respondents are dissatisfied about the e-Postal Services.

#### CLASSIFICATION OF RESPONDENTS ON THE BASIS OF AREA OF IMPROVISION FOR e-POSTAL SERVICES

On the basis of area of improvising, respondents have been classified into four categories.

Area	No. of respondents	Percentage [%]
Management	12	30
Customer Relationship	14	35
Processing	08	20
Promotion	06	15
<b>Total</b>	<b>40</b>	<b>100</b>

[Source: Field survey]

Table 23

Chart showing the area of improvising of e-Postal services

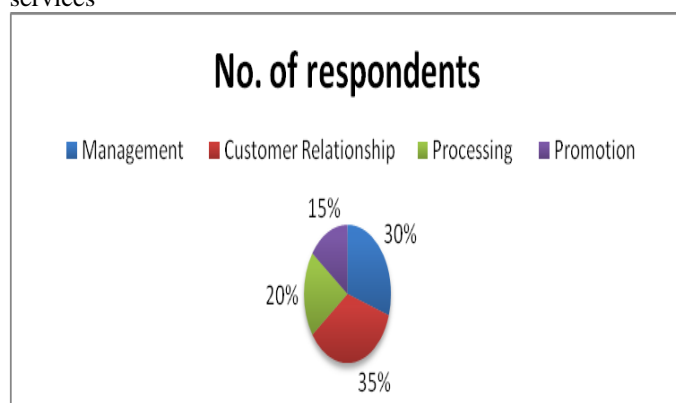


Chart 23

#### ANALYSIS

With the help of the above diagram it is clear that the 30% of the respondents are opine that area of management have to improve, 35% of the respondents are opine that area of customer relationship have to improve, 20% of the respondents are opine that area of processing system is to be improve, 15% of the respondents are opine that improve in area of Promotion..

#### V. RESEARCH FINDINGS, SUGGESTIONS AND CONCLUSIONS

##### A. SUMMARY OF FINDINGS

- ✓ According to the survey, the majority of respondents are male
- ✓ As per the survey the majority of respondents are between age of 30-40 years old
- ✓ According to survey nearly 30% of the respondents occupation is Business/Profession
- ✓ According to the survey Majority of respondents are having a Annual income more than 20,000.

- ✓ According to the survey Majority of respondents are the customer of post office from 5-10 years.
- ✓ According to the survey Majority of respondents are visiting to the post office monthly (i.e., 40%)
- ✓ According to the survey Majority of customers satisfied about the services provided by post office (i.e., 40%)
- ✓ As per the survey Respondents come to know about e-Postal services through Friends/Relatives and internet.
- ✓ As per the survey Majority of respondents select the e-Postal Services because of Easy accessibility.
- ✓ As per the survey Most of respondents are opinion that the e-MO service is attractive and excellent service.
- ✓ As per the investigation 60% of respondents are felt that Western Union Money transfer service is an excellent service.
- ✓ As per the survey majority of respondents are having excellent opinion regarding Electronic Clearance Services.
- ✓ As per the survey most of respondents are feel good about e-Payment/e-Business post service.
- ✓ As per the survey 70% of respondents are opinion the e-Postal services rates are low.
- ✓ As per the survey majority of respondents are Highly Satisfied towards e-postal services provided by the post office (i.e., 45%).

##### B. SUGGESTIONS

- ✓ Undertake more measures in relation protection of data.
- ✓ Services must be provided with short span of time.
- ✓ Take a improved structure to overcome the difficulties while transacting e-Postal services.
- ✓ Give more advertisements in T V and new papers.
- ✓ Post office has to increase the promotion of e-Postal Services.
- ✓ To increase the processing of data is needed.
- ✓ Change the balance of traditional post offices into electronic enabled post offices.
- ✓ Improves the management of post office.
- ✓ To attract more customer, post office undertake more promotional activities in the local area.
- ✓ Provide electronic enabled services to all level of group of peoples.

##### C. CONCLUSION

Indian post office is one of the system which provides the line of communication regarding selling of stamps and sending of parcels etc., services and also involve the nature of money savings scheme for the certain period and get a fruitful return to the customers.

In this system take a new action that is changing of manual system into electronic system in processing of data or making of transactions within a span of time. And also it increases the efficiency of post office system to conduct various schemes and services to the customers in the local and in the international area also.

From this system the Indian Post offices reach a ultimate level in the Indian and world context also and it provides

electronic enabled services which helps in fulfill the desires of the customer from local to international level.

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