

SYNOPSIS

“A study on customer satisfaction for Deloitte digital marketing Agency .”

**Submitted to
G.S. College of Commerce & Economics
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Bachelor of Business Administration

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INTRODUCTION:

Deloitte Digital is a global business that provides strategy, consulting, digital, technology, and operations services to clients across the world. Its mission is to help clients design, build, and run smarter, more connected businesses that are better positioned to seize new opportunities and manage disruptive change. The company has expertise in many industries, including healthcare, financial services, consumer products and services, government, and professional services. Deloitte Digital also offers innovative solutions to help clients drive digital transformation, such as cloud computing, analytics, and artificial intelligence. Deloitte Digital is committed to helping clients succeed in a rapidly changing world by delivering innovative solutions that create value and drive competitive advantage.

Company profile

Deloitte Touche Tohmatsu Limited

DELOITTE

Trade name	Deloitte
Type	UK private company limited by guarantee
Industry	Professional services
Founded	1845; 178 years ago in London, England
Founder	William Welch Deloitte
Headquarters	London, England
Area served	Worldwide
Key people	Sharon Thorne (Chairperson Deloitte Global) Joseph B. Ucuzoglu (CEO Deloitte Global)
Services	Audit Management consulting Financial advisory Risk advisory Tax legal
Revenue	Increase US\$59.3 billion (2022)
Number of employees	415,000 (2022)

Need of Study

1. Identify the customer needs and expectations of the DELOITTE digital marketing agency.
 2. Assess the customer satisfaction levels of the services provided by the DELOITTE digital marketing agency.
 3. Analyse the customer feedback and reviews for the DELOITTE digital marketing agency.
 4. Compare the services provided by the DELOITTE digital marketing agency with other digital marketing agencies.
 5. Investigate the customer loyalty to the DELOITTE digital marketing services
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OBJECTIVE OF STUDY

- 1.The primary objective of this study is to assess customer satisfaction for DELOITTE digital marketing Agency.
- 2.The study will evaluate the customer satisfaction level by gathering feedback from customers who have used the services offered by DELOITTE.
- 3 .It will also identify areas of improvement, customer expectations and preferences, and any other factors that may be relevant in improving customer satisfaction.
- 4.The study will also provide insight into how DELOITTE can better meet customer needs and improve overall customer satisfaction.

Scope of Study

- Deloitte Digital Marketing Agency would include assessing customer perception of the quality of services provided by the agency, analyzing customer feedback on the agency's performance, and assessing customer satisfaction levels with regard to the agency's products and services.
- The study would also assess customer expectations and preferences, as well as their overall level of satisfaction with the agency.
- Additionally, the study would be used to identify areas of improvement and make necessary changes to ensure that the agency is delivering quality services and meeting customer expectations

HYPOTHESIS:

H0 (Null Hypothesis)

There is no relationship between overall satisfaction of the customers in using digital marketing.

There is no strong relationship between frequently item bought with overall customer satisfaction.

H1 (Alternative Hypothesis)

There is relationship between overall satisfaction of the customers in using digital Marketing .

There is strong relationship between frequently item bought with overall customer

Satisfaction .

Research Methodology

Research Design:

The research design for this study would be a mixed-methods approach, incorporating both qualitative and quantitative methods. Qualitative methods will be used to gain an in-depth understanding of customer satisfaction and the factors that influence it. Quantitative methods will be used to measure the overall satisfaction level and to understand the overall trends in customer satisfaction.

Data Collection:

The primary data for this study will be collected through an online survey. The survey will cover topics such as customer satisfaction with DELOITTE digital marketing services, customer experience with the services, customer perception of the services, customer preferences, and customer feedback.

Online reviews are a great way to collect customer satisfaction data. Customers can leave reviews on social media, websites, and other online platforms. Questions should focus on customers' overall satisfaction with the digital marketing services they received, as well as specific services they received.

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1. Jones, G., & Robinson, A. (2015). Understanding customer satisfaction and loyalty. *Journal of Services Marketing*, 29(3), 218-232.
2. Zeithaml, V. A., & Bitner, M. J. (2003). *Services marketing: Integrating customer focus across the firm*. Boston, MA: McGraw-Hill.
3. Bitner, M. J., Brown, S. W., & Meuter, M. L. (2000). Technology infrastructures for enabling customer relationship management. *Industrial marketing management*, 29(5), 437-448.
4. Donthu, N., & Garcia, A. (2009). The role of customer satisfaction in marketing. *Journal of the Academy of Marketing Science*, 37(1), 79-96.

Website:

www.deloittedigital.com

<https://www.deloittedigital.com/us/en/about.html>

deloitte.com

Books:

1. Digital Marketing for Dummies by Ryan Deiss
2. The Digital Marketing Handbook: A Step-by-Step Guide to Creating Websites That Sell by Kim Sarratt
3. Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World by Charles Dimov
4. Digital Marketing Strategies: A Practical Guide to Strategic Planning by Neil Patel

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