

A Study of Supply Chain Management Techniques Adopted by TVS Supply Chain Solutions

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Abstract: *This research paper aims to explore the factors that contribute to customer satisfaction in the life insurance industry. The study uses a mixed-methods approach, combining a survey questionnaire with interviews, to gather data from customers of a major life insurance company in the United States. The findings of the study suggest that customer satisfaction is influenced by a range of factors, including the quality of customer service, the level of transparency and trustworthiness of the company, the variety and suitability of insurance products offered, and the efficiency and ease of the claims process. The paper concludes with recommendations for life insurance companies seeking to improve their customer satisfaction levels.*

Keywords: Supply Chain Solutions.

I. INTRODUCTION

Supply chain management has a very important role to play within the organization because it involves with the responsibility for predicting and satisfying end customers' demand back through to the supplier and creates opportunities for the procurement professional to contribute to the organization's success. The objective of supply chain management is to create the most value for the entire supply chain network, including the end-customer. Successful supply chain management involves the coordination of activities within the firm and between members of the supply chain. Within the organization, the supply chain refers to a wide range of functional areas.

These include Supply Chain Management-related activities such as inbound and outbound transportation, warehousing, and inventory control. Sourcing, procurement, and supply management fall under the supply-chain umbrella, too. Forecasting, production planning and scheduling, order processing, and customer service all are part of the process as well. Supply Chain Managers have a vital role to play in managing cost, as they are in a position to monitor and influence the whole cost base across the business and the supply chain. Commercial Department of TVS SUPPLY CHAIN SOLUTIONS is one of the most vital functional departments of the Company which deals with the supply chain activities of TVS SUPPLY CHAIN SOLUTIONS. In order to keep all the businesses running flawlessly, the dedicated and hardworking employees of this department maintain a good liaison with the customers, both national and international. The Commercial Department is consistently achieving the best prices for the products that they purchase, ensuring enormous amount of cost savings for the company. It offers invincible professionalism and expertise in the entire commercial activities of TVS SUPPLY CHAIN SOLUTIONS.

II. LITERATURE REVIEW

According to Adaptive Theory in Distribution Network, the system become more reliable as it involves using technology to automate, organize, automate and synchronize business systems, procedures and processes. The process of automating logistics operations helps in track and trace of shipment. This is done by installing track devices into the delivery vehicles which enables someone in the office to track and trace the movement of the vehicles on the road. This makes it easy to manage the fleet, which is the position, and the speed of the trucks. In his dissertation, Waidringer (2001) provides a definition of Adaptive theory: "Transportation and logistics systems" complexity resides in the nature of the network, process and stakeholders. This theory allows for implementation of control mechanisms, forcing the information system to meet the required cost, service and environmental demands. Berg Insight's (2002) defines a fleet management solution as a vehicle-based system that incorporates satellite positioning, data logging and communication to a back office application. Fleet management systems and solutions go back several decades which started with on-

board vehicle computers in the 1980s which later were connected to various satellite and terrestrial wireless networks. Nowadays mobile networks can provide ubiquitous online connectivity at a reasonable cost and speed. Mobile computing technology delivers very high performance in terms of high quality, as well as excellent usability. When all these components combine they enable the delivery of vehicle management, transport management, driver management and mobile workforce management applications linking vehicles and enterprise IT systems. According to Wong et al, (2009), Fleet management function coordinates, oversees and TVS Supply Chain Solution slitates various transport and transport related activities, the management of light vehicle fleets used in the transportation of people and light cargo; possibly motorbikes and other equipment such as generators and warehouse handling equipment. The theoretical starting point for our analysis.

2.1 OBJECTIVES OF THE STUDY

- To determine the various technology used in logistics and supply chain management at TVS Supply Chain Solutions.
- To discuss the impact of technology on logistics and supply chain management at TVS Supply Chain Solutions.
- To assess how the problem faced by the TVS Supply Chain Solutions during logistics.

2.2 HYPOTHESIS

H0: Company supply chain performance is moderately good and there is a good supply chain management practice.

H1: Company supply chain performance is bad and there is a bad supply chain management practice.

III. METHODOLOGY

Collection of Data : The entire study is designed and planned in such a way that the discriminating data's will be segregated easily. The purpose of this overview of literature is not to list the number of published, either all or few, well known works but to cut out important findings that relate to the substantive concern of the purposed research.

Sampling Size : The sample for this study will consist of customers of a specific life insurance company. A purposive sampling technique will be used to ensure that the selected participants have experience with the company's products and services. The sample size will be determined based on the principles of saturation, where data collection continues until no new insights or themes emerge.

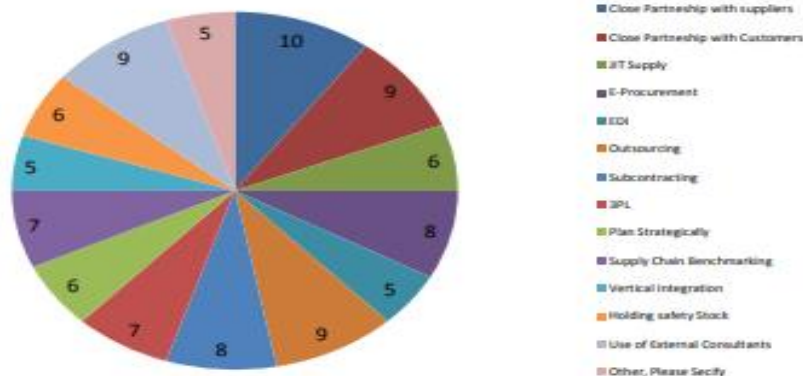
Statistical Tools: In the study on customer satisfaction of a life insurance company, several statistical tools can be utilized to analyze the collected quantitative data and derive meaningful insights.

IV. DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS & INTERPRETATION

Q1. Which technology is used in management at TVS Supply Chain Solutions ?

<i>Criteria</i>	<i>Frequency</i>	<i>Percentage</i>
Close partnership with suppliers	10	10%
Close partnership with customers	9	9%
JIT supply	6	6%
E-procurement	8	8%
EDI	5	5%
Outsourcing	9	9%
Subcontracting	8	8%
3PL	7	7%
Plan strategically	6	6%
Supply Chain Benchmarking	7	7%
Vertical integration	5	5%
Holding safety stock	6	6%
Use of external consultants	9	9%
Other, please specify	5	5%

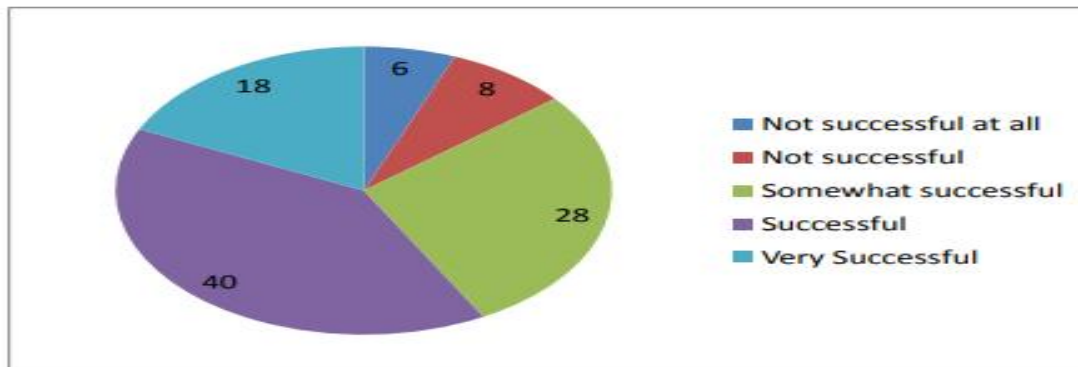


INTERPRETATION

10% of the respondents said they manage supply chain Close partnership with suppliers, 9% of the respondents said they manage supply chain Close partnership with customers, 6% of the respondents said JIT supply, 9% of the respondents said they manage supply chain outsourcing, 7% of the respondents said 3PL, 6% of the respondents said holding safety stock and other said please specify.

Q2. How successful do you think is TVS Supply Chain Solutions in managing its supply chain Management?

Criteria	Frequency	Percentage
Not successful at all	6	6%
Not successful	8	8%
Somewhat successful	28	28%
Successful	40	40%
Very successful	18	18%



INTERPRETATION

As shown by the pie chart, 40% of respondent Successful think is TVS Supply Chain Solutions in managing its supply chain in general, 28% of respondent somewhat successful, 18% of respondent Very successful, 8% not successful and 6% of not successful at all.

V. CONCLUSION

The evolution of the development of this concept was considered and three main stages the 80s, the formulation of the concept and the idea of coordinating the actions of companies within the chain; 90s, the idea of integrating key business functions, the idea of focusing on the needs of end customers and other kinds of competition - between chains, and not between individual firms, the final separation of the concept of logistics from SCM; supply chain management concept transformation. In our opinion, the main determinants of SCM development will be the concept of dynamic abilities and focus on the value of the products and services provided. Dynamic abilities require proactive and more flexible competitive behavior, of both individual firms and the supply chain as a whole. By value approach, we understand the principle of maximizing customer value in the face of increasing competition. One way to add value to customers is to co-create that value or provide a wide range of additional services to the base product. This approach, however, also requires a streamlined supply chain management mechanism, proactive and flexible company management behavior. All these changes pose new challenges for SCM researchers.

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