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How the After Sales Services Affects the Loyalty of Customer



**By**

Ahsan Fawad

01-122142-004

**Supervisor**

Mr. Umer Chaudhary

**Department of Management Sciences**  
**Bahria Institute of Management and Computer Sciences**

**Bahria University Islamabad**  
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## DECLARATION OF AUTHENTICATION

*I, Ahsan Fawad, MBA (Marketing) Student in the Department of Management Sciences, Bahria University. Islamabad, certify that the research work presented in this thesis is to the best of my knowledge my own. All sources used and any help received in the preparation of this dissertation have been acknowledged. I hereby declare that I have not submitted this material, either in whole or in part, for any other degree at this or other institution.*

Signature: \_\_\_\_\_

Name: Ahsan Fawad

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## **Abstract**

In today's market it's very hard for organizations to compete against each other and it's even harder to find unique ways to attract new customers as well as retain existing customers that the organizations already have. In order to attract customers and retain existing customer different organizations are coming up with different strategies to do so, but no one is paying attention to an important part of which is offering after sale services to customers. It has been proved that after sale services has a huge impact when it comes to making profits. With the help of after sale services organizations can satisfy their customers by solving their problems when they need it in many different ways such as offering repair and maintenance services after a customer purchases a product. If the customer is offered after sale services when the customer needs it, eventually down the road that customer will become loyal to that company and will spread a positive word of mouth against that company to the people that customer knows. This also saves a lot of cost for the company as well as they don't have to advertise themselves and their loyal customers are there to do it for them. This is the main reason why organizations should pay more attention to offering after sale services after a product or services is purchased in order to cater to the needs of their customers and to be on par with the expectations that a customer has while purchasing a product of services from a company.

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