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IMPROVING ELECTRICITY CUSTOMER SATISFACTION IN HARYANA: KEY FACTORS AND SOLUTIONS

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ABSTRACT

In this presentation we explore the key factors which based on customer satisfaction among electricity consumers in Haryana, India. This investigation examines service reliability, customer support quality, billing accuracy, complaint responsiveness, and tariff affordability as most significant factors after drawing on existing literature surveys from major journals. It also proposes solutions like infrastructure upgrades, better customer service training, simplified billing processes, and efficient complaint handling. By addressing these areas, the seminar aims to provide actionable insights for policymakers and electricity providers to enhance service delivery and improve consumer satisfaction.

Keywords: Customer Satisfaction, Electricity Consumers, Haryana