

ABSTRACT

This study evaluates customer satisfaction with Home First Finance Company, a key player in India's home finance sector. Using surveys and interviews, the research investigates various aspects such as loan processing speed, competitiveness of interest rates, clarity in dealings, customer service quality, and complaint handling. The aim is to identify strengths and areas for improvement based on customer feedback, ultimately enhancing customer loyalty and satisfaction. By collecting direct input, the study seeks to offer actionable recommendations for improving service quality and customer experiences. The research provides valuable insights for strategic planning in the highly competitive home finance market, helping Home First Finance Company maintain a competitive edge. Structured questionnaires and interviews are used to measure satisfaction levels and gain deeper insights into customer experiences.