



Customer service training and its impact on employee performance in E-commerce industry

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Abstract

Employee training and development are essential for every sector and online retail. The customer service training is a crucial aspect in improving the employee's productivity and efficiency, skills and knowledge and retention of customer for long period. The present study is focused on the measurement of impact of customer service training programmes on the employees performance in Hyderabad city with sample size of 125 selected through convenient sampling technique. The study found that, customer service training has strong impact on knowledge, skills and overall productivity, moderate significance on structure, customer understanding, and timelines and low significance on workload management effectiveness and no significance on real time scenarios and customer retention ability. The study used five point likert scale, frequency tables, chi-square and percentage.

Keywords: Customer service training, employee performance and e-commerce industry

Introduction

Globalization has created numerous opportunities for a company to expand beyond their territory and information technology have enabled any organization to access its clients rapidly, and this shift has altered the way sectors operate and affected worldwide. Nearly every organization utilizes internet technologies for their daily operations. companies, every company is transforming into an information-driven organization. Today's prevailing electronic commerce is leading to significant shifts in the economic landscape that impact everyone industry domain because of the rapid speed of technological progress. Moreover, the expansion of e-commerce has resulted in a significant change in consumer conduct, anticipations, and purchasing habits. With the convenience of online shopping, the access to a wide range of products and services readily available, consumers now expect smooth digital interactions, tailored suggestions, and quick shipping choices. This change has compelled companies to modify or adjust strategies and operations to satisfy increasing customer demands and desires. Consequently, due to this shift worldwide, businesses across sectors are committing substantial resources to digital transformation efforts, including artificial intelligence, data analysis, etc. to promote innovation and improve their competitive edge. E-commerce platforms have emerged as a vital factor for businesses aiming for success. to succeed in the international market, thus every alteration requires adjustment and adjustment does not arrive suddenly it is a procedure. Yet, adjusting to these transformations doesn't happen suddenly. It involves intentional effort and commitment to employee training and growth. Employees need to cultivate technical skills to utilize new technologies, and they must also experience behavioural growth to adequately address changing consumer needs and industry trends. Consequently, companies should emphasize continuous training programs To guarantee that their employees stay flexible and responsive in the ever-changing e-commerce.

Employee training and development are essential for every sector and online retail are not an exception to this. Online shopping is dynamic because of its unpredictable market

trends, changing technologies, changing consumer habits, and fierce rivalry. Thus, to gain a competitive advantage, an organization must concentrate on enhancing its resources and personnel Resources are the most crucial asset of any association. On-going employee training is crucial for guarantee the effectiveness and competitiveness of online retail companies like any other company. The constantly shifting environment requires continuous initiatives to provide employees with the most up-to-date skills and information, allowing adjusting to new trends and taking advantage of fresh technologies efficiently to carry out their responsibilities optimally feasible method and equip themselves for upcoming obstacles. There are specific sectors within the e-commerce industry such as service quality, product expertise, online promotion, technology, information security, data assessment, flexibility to market trends, supply chain management, and logistics, adherence, guidelines, etc., all these roles can be improved through training and development of employees. Employee training and development play a crucial role in the rapid and continually changing online shopping sector. Here, the changing characteristics of market trends, advancing technologies, and changing consumer behaviour require continual adjustment. Organizations need to arm their employees with the essential abilities and understanding to remain competitive and guarantee operational superiority. From gaining proficiency in customer service and product awareness to keeping up with tech innovations and online marketing strategies, employees are essential for achieving success in online retail enterprises. This complex strategy includes several elements like data analysis, supply chain oversight, and adherence to regulations. Through investment in extensive training initiatives, online commerce companies enable their workers to tackle difficulties successfully and take advantage of new prospects, thereby playing a crucial role in the development of the organization and achievement.

Review of Literature

- Syed Fazal Uddin & Badiuddin Ahmed (2024) ^[1]: opined that success of any business depends on the

ability of its employees, they cannot be ignored they must be well trained to perform their duties in the best possible way and must be developed so that they can take on any upcoming challenges in the ever-changing dynamic e-commerce industry. The study brings insights into the importance of employee training and development in the e-commerce industry for gaining a competitive edge in today’s highly competitive business world.

- **Al-refaei, Abd Al-aziz (2021)** [2]: study focused on the examination of relationship between the perception of employees with regards to training and development, and the perception of customers with regards to the service provided by specific employees. A self-administered questionnaire was distributed to 296 employees and 1480 students in Aden University in Yemen. The confirmatory factor analysis and structural equation modelling revealed a positive relationship between training and development and service quality, particularly obvious for the more highly qualified employees.
- **Fowler, David et al (2019)** [3]: study focused on the insight and observes possible correlations of customer interaction and service training that involves engaging employees within learning environments which are conducive to improving employee-customer interaction and quality of service provided to the organization's patrons. The training was provided to employees with the intended purpose of affecting an increase in customer satisfaction. A phenomenon of increased positivity among employees was later observed, coinciding with the delivery of the customer interaction/service training, training that did not address employee-to-employee relationships.
- **Hany Hosny Sayed Abdelhamied (2019)** [4]: study measured the effects of training activities conducted in hotels in terms of quality of service, customer satisfaction level and customer behavioural intention. In the study the data was collected from both employees and customers in different hotels. Using simple and multiple regressions analysis, the emerged findings illustrated a great value for training activities. The result of the study supported that training activities has a positive influence on quality of service, generating higher level of customer satisfaction, which boosts customers' behavioural intention.

- **Prashant K. Giri, (2018):** emphasised the numerous advantages of reverse logistics for both organisations and the environment. It enhances the value and profitability of items, and it is not solely the responsibility of sellers, but also that of ecommerce companies. Proper optimization of reverse logistics can substantially benefit organisations.

Research Gap: The various studies have focused on the employee performance, training and development activities, service quality and employee engagement in e-commerce platforms. It is found very few studies emphasized training activities and employee performance in the e-commerce industry. Further, no study has focused on the post training effectiveness on the employees performance in e-commerce platforms in Hyderabad city of Telangana State. The present study fulfills this research gap.

Objectives of the Study

- To the present the significance of training and development programmes in e-commerce industry
- To analyze the demographics profile of the selected employees of e-commerce platforms
- To examine effect of customer service training on the performance of the employees in e-commerce industry

Hypothesis: The study formulated and examined the following hypotheses.

H₁: There is significant association between customer service training programme on the employees performance

H₀: There is insignificant association between customer service training programme on the employees performance

Research Methodology

Present study is an analytical and descriptive study focused on measuring the effect of service training programme on the employees performance e-commerce platforms in the Hyderabad city of Telangana State. The study used both primary and secondary data. The study primary data is collected through well-structured questionnaire prepared as per the objectives of the study using five point likert scales. The secondary data is collected concept of e-commerce platforms and review of literature from previous research articles, is 125 selected through convenient sampling technique. The study used frequency tables, percentage, cumulative percentage and Cronbach's Alpha test and Chi-square test

Data Analysis and Interpretation

Table 1: Demographic Profile of The Selected Employees In E-Commerce Industry

			Frequency	Percentage	Cumulative %
01	Gender	Male	78	62.4	62.4
		Female	47	37.6	100
		Total	125	100	
02	Age of the employees	Below 25	22	17.6	17.6
		25–35 years	64	51.2	68.8
		35–45	36	28.8	97.6
		Above 45	3	2.4	100
		Total	125	100	
03	Educational Qualification	Undergraduate	66	52.8	52.8
		Postgraduate	35	28	80.8
		Professional	12	9.6	90.4
		Others	12	9.6	100

		Total	125	100	
04	Work Experience	Below 1 year	26	20.8	20.8
		1-3 years	68	54.4	75.2
		3-5 years	23	18.4	93.6
		Above 5 years	8	6.4	100
		Total	125	100	
05	Department	Customer Support	46	36.8	36.8
		Operations	23	18.4	55.2
		Sales	44	35.2	90.4
		Technical	10	8	98.4
		Others	2	1.6	100
		Total	125	100	
06	Monthly Salary	Below Rs 20000	36	28.8	28.8
		Rs 25000 – Rs 30000	62	49.6	78.4
		Rs 30000 – Rs 35000	21	16.8	95.2
		Above Rs 35000	6	4.8	100
		Total	125	100	

Source: Field study

Table 01: The demographic profile of the study revealed that, in total participants 62.40 % is male and 37.60 % is female. The age wise participation observed that 17.6 % belong to below 25 years, 51.2 % belongs to 25-35 years, 28.80% belongs to 35-45 years, 2.4 % lies in above 45 years. The education profile observed that, 52.80 percentage completed graduation, 28 % pursued post-graduation, 9.6 % professionals and 9.6 % completed professional degree. The work experience of the employees observed that, 20.8percentage is less one year, 54.40 has 1-3 years, 18.4

has 3-5 years of experience and 6.4 percentage has above 5 years of experience. The monthly income observed and found that, 28.80 % is earning is below Rs 20000, 49.60 % income lies between Rs 25001- Rs 30000, 16.80 % lies between Rs 30000- Rs 35000 and 4.8% earnings is above Rs 35000 per month. The study also found that, 36.80 percentage of employees is working in customer support department, 18.40 has operational department, 35.20 % has sales department, eight percentage has technical department and 1.6 is working other departments.

Table 2: Employees’ Responses on the Post Training Effectiveness On Their Performance

STATEMENTS		SA	A	N	D	SD	Total
01	The content and delivery of the training programmes is well structured and effective	34 (27.20)	40 (32.00)	29 (23.20)	13 (10.40)	9 (7.20)	125 (100)
02	Training content is highly relevant to my job role	33 (26.40)	38 (30.40)	26 (20.80)	18 (14.40)	10 (8.00)	125 (100)
03	Training improves my knowledge and skills	50 (40.00)	38 (30.40)	24 (19.20)	5 (4.00)	8 (6.40)	125 (100)
04	Training programmes involved real time scenarios	29 (23.20)	30 (24.00)	33 (26.40)	23 (18.40)	10 (8.00)	125 (100)
05	Training assisted me to understand customer better than pre training	30 (24.00)	47 (37.60)	19 (15.20)	18 (14.40)	11 (8.80)	125 (100)
06	My adherence to service timelines has improved	44 (35.20)	30 (24.00)	26 (20.80)	19 (15.20)	6 (4.80)	125 (100)
07	Training has improved my order processing speed	33 (26.40)	38 (30.40)	26 (20.80)	18 (14.40)	10 (8.00)	125 (100)
08	Training has improved my ability to retain customers	29 (23.20)	30 (24.00)	33 (26.40)	23 (18.40)	10 (8.00)	125 (100)
09	Training helps me manage workload better	29 (23.20)	37 (29.60)	26 (20.80)	23 (18.40)	10 (8.00)	125 (100)
10	In overall, the training programmes improved my efficiency, productivity and delivery better customer service than earlier	50 (40.00)	38 (30.40)	24 (19.20)	5 (4.00)	8 (6.40)	125 (100)

Source: Field study

Table 02: exhibits employees responses on the customer training programmes and its effect on their performance in Hyderabad city. The study found that, 27.20 % of employees strongly agreed and 32 % agreed training content and delivery is well structure and effective, in contrast, 10.40 % disagreed and 7.20 strongly disagreed whereas 23.20 % neutral to the statement. Similarly, The study found that, 26.40 % of employees strongly agreed and 30.40% agreed Training content is highly relevant to their job role, in contrast, 14.40 % disagreed and 8% strongly disagreed whereas 20.80 % neutral to the statement. The study found that, 40 % of employees strongly agreed and 30.40 % agreed Training improves my knowledge and skills, in

contrast, four % disagreed and 6.40 strongly disagreed whereas 19.20 % neutral to the statement. The study found that, 23.20 % of employees strongly agreed and 24% agreed Training programmes involved real time scenarios, in contrast, 18.40 % disagreed and 8% strongly disagreed whereas 19.20 % neutral to the statement. The study found that, 24 % of employees strongly agreed and 37.60% agreed training assisted them to understand customer better than pre training, in contrast, 14.40 % disagreed and 8.80% strongly disagreed whereas 15.20 % neutral to the statement. The study found that, 35.20 % of employees strongly agreed and 24 % agreed employees adherence to service timelines has improved, in contrast,

15.20 % disagreed and 4.80 strongly disagreed whereas 20.80 % neutral to the statement.

The study found that, 26.40% of employees strongly agreed and 30.40 % agreed training training has improved their order processing speed, in contrast, 14.40 % disagreed and 8% strongly disagreed whereas 20.80 % neutral to the statement. The study found that, 23.20 % of employees strongly agreed and 24 % agreed Training has improved my ability to retain customers, in contrast, 18.40 % disagreed and eight percent strongly disagreed whereas 26.40 % neutral to the statement. The study found that, 23.20 % of employees strongly agreed and 24 % agreed training helps them manage workload better, in contrast, 18.40 % disagreed and 8% strongly disagreed whereas 20.80 % neutral to the statement. The study found that, 40 % of employees strongly agreed and 30.40 % agreed the training programmes improved my efficiency, productivity and delivery better customer service than earlier, in contrast, four percent disagreed and 6.40 strongly disagreed whereas 19.20 % neutral to the statement

Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.853	.846	17

CronCronbach’s alpha technique is used to assess the reliability, or internal consistency, of a set of scale or test items. The results of the test will be in range from (α) 0 to 1. If $\alpha = 0$, it indicates independency of all scale items one with another where $\alpha = 1$ indicates entire dependency of all scale items and high covariance. Therefore, increasing the value indicates high reliability. In general, suggestible Cronbach alpha reliability coefficient level is.70. In the present study reliability test results is.853 which is higher than standard acceptable level of 0.70, this indicates high reliability and consistency of data and fit of Chi-square.

Chi-square result: Statement wise Chi-square result and analysis

Statement	χ^2 Value	df	Asymp. Sig.	Result
01	25.12	4	0.000	Significant
02	17.76	4	0.001	Significant
03	48.72	4	0.000	Significant
04	5.36	4	0.252	Not Significant
05	30.96	4	0.000	Significant
06	26.32	4	0.000	Significant
07	17.76	4	0.001	Significant
08	46.36	4	0.252	Significant
09	10.16	4	0.038	Significant
10	48.72	4	0.000	Significant

Source: Computed through SPSS

Overall chi-square result

Test	Value
Chi-Square	232.880
df	4
Asymp. Si (2-sided)	0.000

The study observed that, out of ten parameters, customer training programme has shown significant impact on the eight statements and insignificant on two statements. Based on the X^2 values significance is grouped as highly

significant i.e. strong positive impact (statement 3&, 8, 10), moderate significance (Statement 01,05, 06), lower significance (statement 09) and insignificance (statement 4). This implies that, customer service training has strong impact on knowledge, skills and overall productivity, moderate significance on structure, customer understanding, and timelines and low significance on workload management effectiveness and no significance on real time scenarios and customer retention ability. In overall, the chi-square result supported alternative hypothesis and rejected null hypothesis.

Conclusion

The customer service training is a crucial aspect in improving the employee’s productivity and efficiency, skills and knowledge and retention of customer for long period. The present study is focused on the measurement of impact of customer service training programmes on the employees performance in Hyderabad city. The study found that, customer service training has strong impact on knowledge, skills and overall productivity, moderate significance on structure, customer understanding, and timelines and low significance on workload management effectiveness and no significance on real time scenarios and customer retention ability. In overall, the chi-square result supported alternative hypothesis and rejected null hypothesis.

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