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## Customer satisfaction: Impact through quality and marketing of products

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### Abstract

Research study revealed customer satisfaction towards marketing depends upon customer expectation. To enhance the customer satisfaction in marketing, technologies play a vital role. Business strategies is a key element to make useful, managing and monitoring customer satisfaction in marketing. The main objective of the research is to determine the influence of quality on customer satisfaction and on business performance and competitiveness. The researcher also obtains service quality on continuous basis and company's strategies and operations creates customer satisfaction. The aim of this research is to examine the impact of technologies on improving customer relations and overall customer satisfaction within the industry.

**Keywords:** Customer satisfaction, technologies, service management, Business strategies and planning

### Introduction

#### Customer satisfaction

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals."

The Marketing Accountability Standards Board (MASB) endorses the definitions, purposes, and constructs of classes of measures that appear in *Marketing Metrics* as part of its ongoing Common Language in Marketing Project. In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses.

It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy

#### Objective and Purpose

1. The study is based on theory of marketing mix, service, service quality, and customer value, customer satisfaction and markets, how to satisfy customers in the markets.
2. A business ideally is continually seeking feedback to improve customer satisfaction.
3. Process belongs to service marketing that provides good services and quality to increase customer loyalty.

"Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty." [1] "Customer satisfaction data are among the most frequently collected indicators of market perceptions. Their principal use is twofold:" [1]

1. "Within organizations, the collection, analysis and dissemination of these data send a message about the importance of tending to customers and ensuring that they have a positive experience with the company's goods and services.
2. "Although sales or market share can indicate how well a firm is performing *currently*, satisfaction is perhaps the best indicator of how likely it is that the firm's customers will make further purchases *in the future*. Much research has focused on the relationship

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between customer satisfaction and retention. Studies indicate that the ramifications of satisfaction are most strongly realized at the extremes."

### **Result and Findings**

On a five-point scale, "individuals who rate their satisfaction level as '5' are likely to become return customers and might even evangelize for the firm. (A second important metric related to satisfaction is willingness to recommend. This metric is defined as "The percentage of surveyed customers who indicate that they would recommend a brand to friends." When a customer is satisfied with a product, he or she might recommend it to friends, relatives and colleagues. This can be a powerful marketing advantage.) "Individuals who rate their satisfaction level as '1,' by contrast, are unlikely to return. Further, they can hurt the firm by making negative comments about it to prospective customers. Willingness to recommend is a key metric relating to customer satisfaction."

#### ▪ **SWOT analysis of customer service**

A SWOT analysis of customer service is a means of helping you identify what is currently strong or weak about your service levels. It helps you to build upon those strengths and overcome any weaknesses by identifying potential opportunities which may be open to you. At the same time this analysis helps you recognize potential threats which may undermine your position.

As a strategic business tool, a SWOT analysis first addresses the overall nature of your customer service before dealing with specific details of implementation at a later stage.

#### ▪ **Appropriate communication**

Now that we have so many ways to contact customers, there's really no excuse for businesses to have poor communication. The best thing about having so many forms of technology available is that you can connect with customers using their preferred communication methods.

For example, the older generation typically enjoys communicating through phone calls and email, while the younger generation prefers SMS messaging and apps. Interestingly, the majority of customers favor using live chat to communicate. Based on a 2013 study, 73 percent of customers prefer live chat over all other forms of communication, and technology makes that possible. (Larryalton-- [www.mycustomer.com](http://www.mycustomer.com))

#### ▪ **Obtain customer feedback**

Getting clear input from customers about what they like and dislike about your service style and levels is crucial before you undertake a SWOT analysis. This will highlight the points that are important to them (strengths and weaknesses) and may provide you with suggestions for new ways of servicing their needs (opportunities), as well as giving you a feel for the possible consequences of failing to improve (threats).

#### ▪ **Assess strengths and weaknesses**

Customer service strengths are those things that you

consistently excel in, and those which you do better than your competitors. However, customer service strengths ultimately relate to customer perceptions — it is their view of what you do well rather than your own which is important. Strengths might include a fast issue response time, low hold time or high customer satisfaction rating on surveys you conduct.

Weaknesses are areas of customer service that need improvement. Once identified, it is important to establish the reasons for poor performance. Weaknesses found while conducting a customer SWOT analysis example might include poor staff training, inadequate delivery mechanisms or unreliable technology. Weaknesses in some areas of customer service may cancel out strengths in others which is why the delivery chain should be analyzed as a whole.

#### ▪ **Look for Opportunities**

Customer service opportunities relate both to technology that might improve existing service levels and to completely new service processes. As well as using any customer input about possible improvements or developments, seek innovative solutions from your own staff and suppliers. You should also look at what your competitors are doing. Even consider what other organizations in different business sectors are doing in customer service terms-much of it may be transferable to your organization.

#### ▪ **Assess any threats**

Lack of understanding of changing customer expectations and needs is one of the biggest threats for customer service, alongside competitor activity and innovation from new entrants to the market. In this step of the customer service SWOT analysis, using specific customer service measures is a good way of analyzing how much customer service is perceived to improve or decline year on year. This can reveal how much of a threat is posed by poor performance.

#### ▪ **Formulate your objectives**

Once identified, strengths, weaknesses, opportunities and threats should be used to formulate specific objectives and an action plan for improving customer service levels. Objectives should aim to build upon strengths and reduce weaknesses by taking advantage of opportunities for improvement. This will reduce the potential impact of some or all of the associated threats. Good communication and customer service training may be needed to enable people to meet these objectives.

#### ▪ **Social media connection**

One of the greatest inventions technology has delivered for business-customer relations is social media. Thanks to this little gem, customers and businesses can now connect 24/7 - without being overbearing. Through sharing blog posts, webinars, infographics, how-to videos, and more, companies can connect with their customers in a way that customers prefer, without being too pushy. It allows customers to come to you, which is the best way to acquire and retain your customer base. (Larryalton [www.mycustomer.com](http://www.mycustomer.com))



### Discussions and Conclusion

Customer satisfaction is the basis for any company to operate and make profit. Service quality creates customer satisfaction, and the customers define quality. The customer satisfaction surveys have to take place on continuous basis, and the results has to be put into practice in the company's strategies and operations (Katriina Mattsson, 2009) [6]. Survey of this research study aim was to find out how the customers see the company and what suggestions are for the improvement.

Over all the results of the customer satisfaction were very positive and from this study it is good to continue regularly. Based on the theory about customer satisfaction, service quality and customer satisfaction studies it is clear that with basic service it is not enough to compete with the competitors. Customers would like to have personal contact with a sales person and many times in the Gant Store a customer and a seller are get to know even better and know, for example, each other's names and some other personal details. In the future, a further study could be carried average amount of money a customer is willing to pay on and more specific information on what kind of clothes and products customers would like to see in the stores. All these strategies and planning of business to enhanced the customer satisfaction is based on primary tool that is technology.

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