

# MEANING

- It is a measure of how products and services supplied by a company meet or surpass the customer's expectations.
- Customer expectation is the needs, wants, and preconceived ideas of a customer about a product or a service.
- If customer expectations are met then the customer is satisfied.



# WHO ARE CUSTOMERS

- **Internal Customer :** are people, departments, units and groups within an organization served by what we do.
- **External Customer :** are end users of the organization's product or services depositors, borrowers, investors, etc.



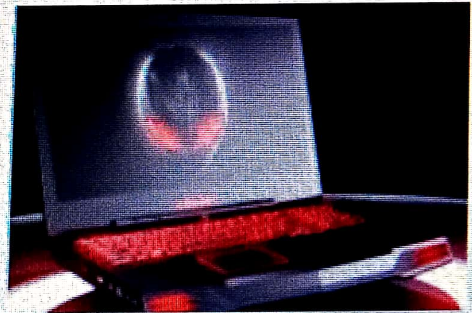
## **Why customer satisfaction**

- Customer is the boss of the market.
- Customer dictates market trends and direction.
- The organization is dependent on the customer and not the other way round.
- Customer satisfaction means loyalty towards the organization.
- The satisfied customers will help in bringing the new customers by the "word of mouth".



## **Factors affecting customer satisfaction**

- PRICE - micromax
- QUALITY - rolls royce
- SERVICE - dell
- BRAND NAME - apple
- REPUTATION - nokia
- FEATURES - samsung





## Toyota's Philosophy

"A product should never be sold  
unless it has been carefully  
manufactured and has been tested  
thoroughly and satisfactorily.."

**"Customer First"**

Mr. Sakichi Toyoda,  
Toyota Group Founder"



# LEVELS OF CUSTOMER SATISFACTION

## **1. Basic Needs (Dissatisfiers)**

- A service that the customer takes for granted. He expects it to be present in the product.
- Absence of this need will lead to dissatisfaction for the customer but the presence of it will not lead to any satisfaction as such.



## • **Performance needs (satisfiers)**

- It is a need or want of the customer which he specifically asks for.
- Better the performance more will be the satisfaction of the customer.
- These factors becomes the benchmarks in the competitive market.



## • **Excitement Needs (delighters)**

- A delighter is an unspoken or unexpected requirement of a customer.
- It leads to very high level of satisfaction or customer delight.
- Absence of delighters does not result in customer dissatisfaction while its presence will enhance customer satisfaction.



# CUSTOMER SATISFACTION PROCESS

- **Step 1:** Understanding customer expectations
- **Step 2:** Promises to customers
- **Step 3:** Execution
- **Step 4:** Ongoing dialog with a customer
- **Step 5:** Customer satisfaction surveys



# How to ensure customer satisfaction

- Surveys
- Customer feedback
- Comparison with alternatives
- Employee feedback
- Internet/blogs
- Toll free numbers

