

CUSTOMER SATISFACTION THROUGH SERVICE

IT IS DEFINED AS “THE NUMBER OF CUSTOMERS OR PERCENTAGE OF TOTAL CUSTOMERS, WHOSE REPORTED EXPERIENCE WITH A FIRM, ITS PRODUCTS, OR SERVICES EXCEEDS SPECIFIED SATISFACTION GOALS

GUIDELINES FOR SERVICE MARKETERS TO ACHIEVE CUSTOMER SATISFACTION

- ✓ ALWAYS MAKE THE CUSTOMER YOUR FIRST PRIORITY
- ✓ MAKE THE JOB LOOK EASY
- ✓ USE CREATIVITY AND EXPERIENCE OF YOUR STAFF
- ✓ INCREASE THE KNOWLEDGE LEVEL OF YOUR CUSTOMERS
- ✓ EMPHASIS QUALITY
- ✓ LISTEN TO REQUESTS, ACCEPT CHANGES & RESPOND POSITIVELY
- ✓ ENCOURAGE COMPLAINTS
- ✓ RESPOND QUICKLY
- ✓ BE POLITE BUT ENTHUSIASTIC
- ✓ CONSIDER INSTALLING A 1-800 LINE OR TOLL FREE SMS

CONCEPT OF QUALITY

QUALITY MEANS THE DEGREE TO WHICH A SPECIFIC PRODUCT SATISFIES A PARTICULAR CLASS OF CONSUMERS OR THE DEGREE TO WHICH IT CONFORMS TO A DESIGN SPECIFICATION OR THE DISTINGUISHING FEATURES OF A PRODUCT.

DIMENSIONS OF QUALITY

- PERFORMANCE
- FEATURE
- DURABILITY
- RELIABILITY
- SERVICEABILITY
- AESTHATICS
- CONFORMANCE
- UNIFORMITY
- TIMELINESS
- SAFETY

SERVICE ASSURANCE AND QUALITY ASSURANCE

SERVICE ASSURANCE IS A PROCEDURE INTENDED TO OPTIMIZE PERFORMANCE AND PROVIDE MANAGEMENT GUIDANCE IN COMMUNICATIONS NETWORKS, MEDIA SERVICES AND END USER APPLICATIONS.

QUALITY ASSURANCE FOR SHORT, IS THE SYSTEMATIC MONITORING AND EVALUATION OF THE VARIOUS ASPECTS OF A PROJECT, SERVICE OR FACILITY TO MAXIMISE THE PROBABILITY THAT MINIMUM STANDARDS OF QUALITY ARE BEING ATTAINED BY THE PRODUCTION PROCESS

INTERNAL MARKETING

INTERNAL MARKETING IS AN ONGOING PROCESS THAT OCCURS STRICTLY WITHIN A COMPANY OR ORGANISATION WHEREBY THE FUNCTIONAL PROCESS IS TO ALIGNS, MOTIVATES AND EMPOWERS EMPLOYEES AT ALL MANAGEMENT LEVELS TO CONSISTENTLY DELIVER A SATISFYING CUSTOMER EXPERIENCE

BENEFITS OF INTERNAL MARKETING

- ENCOURAGES EMPLOYEES IN EVERY DEPARTMENT OF COMPANY
- EMPOWERS EMPLOYEES BY GIVING THEM ACCOUNTABILITY
- CREATES A COMMON UNDERSTANDING OF GOALS & STRATEGIES
- HELPS NON MARKETING STAFF TO DO THEIR JOBS WITH A MARKETING FOCUS IN MIND
- IMPROVES EMPLOYEE DEVELOPMENT & CUSTOMER RETENTION
- INTEGRATES ORGANISATIONAL CULTURE
- ALLOWS DIFFERENT DEPARTMENTS TO COORDINATE & COOPERATE
- INFORMATION FLOWS EFFECTIVELY BETWEEN DIFFERENT DEPT
- EMPLOYEES UNDERSTAND THE EXPECTATIONS PLACED ON THEM

HOW TO DEVELOP & IMPLEMENT INTERNAL MARKETING

- IDENTIFY EVERY AREA WHERE THE ORGANISATION COMES INTO CONTACT WITH THE MARKETPLACE
- ALLOW TOP PERFORMERS TO PROVIDE FEEDBACK ON INTERNAL MARKETING AND HR ISSUES
- USE NEWSLETTERS OR IN HOUSE RADIO PROGRAMS TO SPREAD INFORMATION AND REINFORCE ORGANISATIONAL CULTURE
- MAKE A MARKETING STRATEGY A FEATURE OF EMPLOYEE TRAINING PROGRAMS
- PROVIDE ACCESS TO INFORMATION AS FREQUENTLY AS POSSIBLE
- PROVIDE TRAINING PROGRAMS
- ENCOURAGE COLLABORATION BETWEEN DEPARTMENTS

ROLE OF HR IN INTERNAL MARKETING

- ✓ **EMPLOYEES MOTIVATION**
- ✓ **JOB SATISFACTION**
- ✓ **EMPOWERMENT**
- ✓ **SERVICE QUALITY**
- ✓ **CUSTOMER ORIENTATION**

MONITORING AND MEASUREMENT OF CUSTOMER SATISFACTION AS A PROCESS OF QUALITY MANAGEMENT SYSTEM


- CUSTOMER COMPLAINTS
- COMMUNICATING DIRECTLY WITH CUSTOMERS
- QUESTIONNAIRES AND SURVEYS
- SUBCONTRACTED COLLECTION AND ANALYSIS OF DATA
- FOCUS GROUPS
- REPORTS IN VARIOUS MEDIA
- SECTOR AND INDUSTRY STUDIES

WAYS OF MEASURING CUSTOMER SATISFACTION

- ✓ SURVEY CUSTOMERS
- ✓ UNDERSTAND EXPECTATION
- ✓ FIND OUT WHERE YOU ARE FALLING
- ✓ PINPOINT SPECIFICS
- ✓ ASSESS THE COMPETITION
- ✓ TRY TO MEASURE THE EMOTIONAL ASPECTS
- ✓ LOYALTY MEASUREMENT
- ✓ ATTRIBUTE SATISFACTION MEASUREMENT
- ✓ INTENTIONS TO REPURCHASE
- ✓ MONITORING


GAP MODEL OF SERVICE QUALITY

- ✓ **GAP 1 – Difference between customer expectations of service standards and quality and the service providers understanding of these expectation**
 - Inadequate marketing research
 - Lack of upward communication
 - Insufficient relationship focus
 - Inadequate service recovery



✓ **GAP 2 – The difference between service provider's understanding of customer expectations and development of customer driven service design and standards**

- Poor/Vague/undefined service design
- Lack of customer defined standards
- Lack of attention to physical evidence



✓ **GAP 3 – The discrepancy between development of customer driven service standards and actual service delivery or performance**

- Deficiencies in HR policies
- Supply demand gaps
- Customers not fulfilling roles, ignorance or otherwise



✓ **GAP 4 – The difference between service provider's external marketing communications and service delivery**

- Absence of integrated marketing communications
- Over promising
- Gaps in horizontal communications
- Ineffective management of customer expectation



✓ **GAP 5 – The difference between customer expectations from the service and customer perception of the delivered service**

- Meet customer expectations
- aim to reduce the gap 5 by suitable strategies
- provide unique characteristics

HANDLING COMPLAINTS EFFECTIVELY



TAKING THE COMPLAINTS

- GIVE CUSTOMER FULL ATTENTION
- DON'T CONCLUDE QUICKLY
- TRY TO UNDERSTAND
- ALWAYS USE YOUR INITIATIVE WHEN DEALING WITH COMPLAINTS



FINDING A SOLUTION

- IMMEDIATELY GIVE SINCERE APOLOGY
- CUSTOMERS NEVER WANT TO HEAR EXCUSE
- SOMETIMES COMPLAINTS ARE FOLLOWED BY A REQUEST FOR COMPENSATION LIKE REFUND OR VOUCHER (take accurate decision)

CAUSES OF SERVICE FAILURE

RECOVERY MEASURE FROM SERVICE FAILURE

- ✓ acknowledgment and apology for the fact
- ✓ listening to customers
- ✓ avoid defending the company
- ✓ offer some extra benefits
- ✓ have a proper follow up



IMPORTANCE OF SERVICE ENCOUNTER IN CUSTOMER SATISFACTION

ROLE OF IT IN MARKETING FINANCIAL SERVICES

- ✓ EASY ACCESIBILITY OF SERVICE
- ✓ NEW WAYS TO DELIVER SERVICE
- ✓ CLOSE LINK WITH CUSTOMERS
- ✓ HIGHER LEVEL OF SERVICES
- ✓ GLOBAL REACH OF SERVICE
- ✓ COST RATIONALISATION

ETHICS IN MARKETING

OPPORTUNITIES FOR ETHICAL MISCONDUCT IN SERVICE MARKETING

- **VERY LITTLE KNOWLEDGE OF SERVICE BEFORE CONSUMPTION**
- **SERVICES ARE OFTEN SPECIALISED OR TECHNICAL**
- **TIME GAP BETWEEN PERFORMANCE AND EVALUATION**
- **NON AVALIABILITY OF GUARENTEE AND WARRANTIES**
- **BOUNDARY SPANNING SERVICES**
- **VARIABILITY IN PERFORMANCE**
- **CONSUMER PARTICIPATION**

MODE OF MARKETING THROUGH SOCIAL NETWORKING

CHANNELS

- ✓ SOCIAL NETWORKING WEBSITES
- ✓ MOBILE PHONES
- ✓ ENGAGEMENT
- ✓ WEBSITE REPORTS
- ✓ TWITTER
- ✓ FACEBOOK
- ✓ GOOGLE+
- ✓ LINEDIN
- ✓ WHATSAPP
- ✓ INSTAGRAM

NEW TRENDS IN MARKETING IN 21ST CENTURY

- ✓ INCREASED FOCUS ON CUSTOMER EXPERIENCE
- ✓ ENGAGED AND EFFECTIVE MEASURING ANALYTICS
- ✓ LEAN ON NEW MARKETING LIEUTENANTS
- ✓ PERSONALISED EVERYTHING
- ✓ BETTER VIDEO CONTENT
- ✓ MORE SOCIAL MEDIA MARKETING
- ✓ EMBRACE IoT(internet of things)
- ✓ CHATBOTS AND AI GO MAINSTREAM