

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, exceeds specified satisfaction goals”.

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

Customer satisfaction levels can be measured using survey techniques and questionnaires. Gaining high levels of customer satisfaction is very important to a business because satisfied customers are most likely to be loyal, to make repeat orders and to use a wide range of services offered by the business.

There are many factors which lead to high levels of customer satisfaction including:

- **Customer focused services**, which provide high levels of value for money
- **Customer service**, giving personal attention to the needs of individual customers
- **After sales service** – following up the original purchase with after sales support such as maintenance and updating (for example in the updating of computer packages).


What is clear about customer satisfaction is that customers are most likely to appreciate the services that they buy if they are made to feel special. This occurs when they feel that the services that they buy have been specially produced for them.

In today’s super social world, where customers will let you and everyone else know if they are not happy with your service, it is more important than ever to keep customers happy.

Here are some tips for tracking, measuring and ensuring customer satisfaction:


1. **Thank them** – with a coupon/discount or a gift. To keep your customers happy, send a postcard after their trip with a gift like a voucher on their next travel purchase. Customize your gifts to suit your clients’ personal interests as much as possible, which you can do by getting to know your customer.
2. **Visit them.** With the technology to video conference, email or automate the entire customer life cycle, few people take the time to go and see their customers, so, if you do, it can really make a difference to your customer. You could invite them to your business premises and organise a special event for them, like a presentation on a destination they could be interested in or just a generic personalized information session.
3. **Survey them** – via email or after a customer service call. Measure customer satisfaction by creating a short, three to four question survey.



 **1** Tick the trip components that you think contribute to the tourist experience.

- Plane or train transportation
- Local people that are friendly and happy to meet the tourist
- Dinner at a local restaurant
- Clear tourist information
- A rich and diversified programme of activities in terms of art, culture, food, sport, etc. and of entertainment
- Show on local dance
- Accommodation in hotel
- Availability of disabled-friendly services
- Amount paid for the trip
- Cleanliness of the destination
- Security at night
- Clear road-signage
- Local bus or train service



 **2** Work in pairs. Ring one of your customers and ask and reply to questions about his last holiday experience. Offer him a discount coupon on his next holiday for his cooperation and feed-back. Use the prompts.

Turkey ■ Train Orient Express ■ berths ■ food ■ interesting visits ■ friendly people ■ weather



 **3** Translate.

1. Può dirmi se siete rimasti soddisfatti di questo viaggio?
2. Esattamente, quali sono stati i servizi di cui non siete rimasti soddisfatti?
3. Perché lo so, la qualità del programma dei divertimenti era molto bassa.
4. Dovremmo essere imborstati per la sistemazione in albergo – avremmo dovuto soggiornare in un 4 stelle.
5. La soddisfazione dei nostri clienti è molto importante per noi.
6. Ci scusiamo per l'inconveniente di non aver avuto il giusto servizio di trasporto da Budapest a Vienna e provvederemo a un rimborso.