The Method Used for Measuring the Customers’ Satisfaction

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Abstract: - Measuring the customer satisfaction is a relatively new concept to many companies that have been focused exclusively on income statements and balance sheets. In this paper we intend to demonstrate the process capability of the management analysis for an organization, to ensure that the management system is suitable, adequate and effective. The case study consists of measuring and managing the customer satisfaction regarding products price, products quality, products variety, payment term and employers attitude.

Key-Words: - customers’ satisfaction, quality, improvement measures.

1 Introduction
Customers’ satisfaction represents the degree to which customer’ expectations of a product or service are met or exceeded [1]. Corporate and individual customers may have widely differing reasons for purchasing a product or service and therefore any measurement of satisfaction will need to be able to take into account such differences. The quality of after-sales service can also be a crucial factor in influencing any purchasing decision. More and more companies are striving, not just for customer satisfaction, but for customer delight, that extra bit of added value that may lead to increased customer loyalty. Any extra added value, however, will need to be carefully cost. These expectations often reflect many aspects of the company’s business activities including the actual product, service, company, and how the company operates in the global environment. Customer satisfaction measures are an overall psychological evaluation that is based on the customer's lifetime of product and service experience. Because the concept of customer satisfaction is new to many companies, it's important to be clear on exactly what's meant by the term. Customer’ satisfaction is the state of mind that customers have about a company when their expectations have been met or exceeded over the lifetime of the product or service. The achievement of customer satisfaction leads to company loyalty and product repurchase. There are some important implications of this definition:
- Because customer satisfaction is a subjective, non-quantitative state, measurement won't be exact and will require sampling and statistical analysis.
- Customer’ satisfaction measurement must be undertaken with an understanding of the gap between customer expectations and attribute performance perceptions.
- There should be some connection between customer satisfaction measurement and bottom-line results.

Effective marketing focuses on two activities: retaining existing customers and adding new customers. Customer’ satisfaction measures are critical to any product or service company because customer’ satisfaction is a strong predictor of customer retention, customer loyalty and product repurchase.

We cannot create customer satisfaction just by meeting customer's requirements fully because these HAVE to be met in any case. However falling short is certain to create dissatisfaction. Major attributes of customer satisfaction can be summarized as:
- Product Quality;
- Product Packaging;
- Keeping delivery commitments;
- Price;
- Responsiveness and ability to resolve complaints and reject reports;
- Overall communication, accessibility and attitude;

We cannot begin to address the customer satisfaction issue we define the parameters and measures clearly. It may be easier to track supplier's performance against stated requirements of quality and timeliness because there is documentary evidence. Some indication of whether a supplier is meeting the requirements can also be obtained from data on
scrap rates, PPM, complaints database, sales improvements, repeat orders, customer audit reports etc.

It is far more difficult to measure the level of performance and satisfaction when it comes to the intangible expectations. The customer satisfaction measures elements are represented in figure 1.

Many different approaches to measuring satisfaction exist in the consumer behavior literature. Leonard Berry in 2002 expanded previous research to refine ten dimensions of satisfaction, including: Quality, Value, Timeliness, Efficiency, Ease of Access, Environment, Inter-departmental Teamwork, Front line Service Behaviors, Commitment to the Customer and Innovation. Berry's dimensions are often used to develop an evaluative set of satisfaction measurement questions that focus on each of the dimensions of customer satisfaction in a service environment [2].

A diagnostic approach to satisfaction measurement is to examine the gap between the customer's expectation of performance and their perceived experience of performance. This "satisfaction gap" involves measuring both perception of performance and expectation of performance along specific product or service attributes dimensions.

![Figure 1: The customer satisfaction measures](image)

### 2 Customers’ Expectations

The customers require that the products and services:
- Are of excellent quality, delivered on time, and to their satisfaction, which will enhance the built environment, and are developed or delivered by competent personnel without the attendant environmental and occupational health and safety issues.
- Comply with laws and regulations.

The Company’s integrated management system further defines customer requirements as performance indicators classified according to quality, environment, health and safety standards, and further measured by the balanced scorecard management systems (figure 2).

![Figure 2: Customers’ requirements](image)
3 Statistically Modeling

Overall satisfaction or dissatisfaction with an object is often measured using a five-point satisfaction scale: Very Satisfied, Somewhat Satisfied, Neither Satisfied, Somewhat Dissatisfied, Very Dissatisfied. The like-dislike measure is used as an overall measure of respondent satisfaction with a product or service (after purchase). Satisfaction leads to favorable feelings and dissatisfaction leads to unfavorable feelings.

The evaluation of dimensions may be measured in terms of like-dislike, favorable-unfavorable; approve-disapprove; good-bad; and delight-failure scales. The majority of the literature on customer satisfaction measurement assumes that the distribution is a theoretically continuous one that is typically skewed to the left as shown in figure 3, [3].

Another option to measuring and managing the customers’ satisfaction is Kano Model. This model suggests three fundamental ways to view and measure customers’ satisfaction.

The Kano model is a framework for considering, implementing, measuring and implementing activities to not only provide customer’s satisfaction, but bring delight [6].

4 Case Study

The case study consists of measuring and managing the customers’ satisfaction regarding products quality, products variety, products price, payment term and employers attitude.
5 Conclusions
During to the system development and hope to meet the most demanding requirements imposed by the market, there is a need to train the employers in each department for each to understand the importance of the work in relation to the quality of our products, and actions impact everyone.

A global assessment graphic is illustrated in fig. 11.

Competitors that are prospering in the new global economy recognize that measuring customer satisfaction is key. Only by doing so can they hold on to the customers they have and understand how to better attract new customers. The competitors who will be successful recognize that customer satisfaction is a critical strategic weapon that can bring increased market share and increased profits.

Each industry could add to this list according to the nature of the business and the specific relationship with the customer. Customer satisfaction measurement variables will differ depending on what type of satisfaction is being researched. For example, manufacturers typically desire on-time delivery and adherence to specifications, so measures of satisfaction taken by suppliers should include these critical variables.

References: