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SECTION :

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TITLE : FEEDBACK

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SUMMARY : In the coming discussion feedback

INTRODUCTION :

Feedback can be defined as the output or the result of any product, machine, process, activity etc. which is provided by the customer . It can be either positive or negative , depends on the customer satisfaction . Positive feedback helps to gain confidence and brings encouragement whereas negative feedbacks helps to improve the quality and will to put more efforts to meet the customer’s desires.

1. Feedbacks are the vital part of enhancing the growth of the companies. however, these feedbacks provide a fundamental base to evaluate and remain more up to date and provide better quality and performance (Goh & McMahon, 2009 ). In this highly business world, customers satisfaction is on the top which can be obtained by having a feedback from the consumers related to the product or any service taken from the company. This feedback not only helps to gain knowledge about the client experience regarding the product but also about their expectations for the future (Fundin & Bergman,2009) . Feedbacks help to know about the level of customers satisfaction and give the idea at what point the client is dissatisfied and the company can have an immediate reaction to fix the problem. There are a lot of ways where a company can gather their feedbacks such as Customer Survey , e-mails, Tool-free hotlines ,Facebook etc. Through these feedbacks a company can be aware about how we performed as compared to yesterday , this month compared to previous one , or among the different departments (Thomas & Applegate, 2010).
2. Feedback will provide a guidance to pursue the consumer's desires which could be accomplish by the means of different questions asked and evaluating them afterwards.Every customer will have a different opinion or feedback which will automatically help to improve the quality of the product in various ways. (Philippidis, 2006) for instance, a very eye catching question in the feedback form can be:

•the speed and quality of being an efficient product

• any comments or questions

• what is the most attracted feature in our website .

•scale our delivery services etc.

Earlier feedbacks were taken by the means of comments cards and mainly on telephones but nowadays, almost every company make a special email address where customers can post their feedbacks or any queries related. (Sampson, 1998).

1. Nowadays, consumers like to investigate first before buying anything. They try to explore the reviews, comments or feedbacks from the experience of others regarding the product on web-based channels. In this modernised world much of the company’s reputation can be calculated from the social media (Thomas & Applegate, 2010). Feedbacks helps the company to understand customers reaction more accurately . Moreover, it helps to strengthen the relationship of interdependencies between customers, competitors, and organisation. Different trends and studies shows that online feedbacks have a huge impact on different activities for example

• Consumer ‘s Purchase

• Controls the Quality

•Development of the product. ([Dellarocas & Chrysanthos](https://search-proquest-com.library.sheridanc.on.ca/indexinglinkhandler/sng/au/Dellarocas,+Chrysanthos/$N?accountid=3455), 2003)

Feedbacks is used for the disciplinary matters. This basic purpose for feedback is to transfer rough data to the meaningful information which can be further, use for the employee development and to check their performance at the workplace.( Passmore, 2008).

Conclusion : Form the above discussion it is cleared that feedback play a vital role in the development and growth of the organisation.Descibing the areas where the company lags or needs to pay attention.Feedback is the last part of the chain , to complete the cycle of closed loop communication i.e. from company to customers.

Feedback provides the shift required by the company to follow the present needs and market it could concentrate upon. Feedback is the main source to inspiration and modifications required for the development of future models or product. Thus , all in all , Feedback is the ultimate source of development and growth for a company.

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