

An overhead photograph of several business professionals gathered around a light-colored wooden conference table. They are engaged in a meeting, with their hands visible as they work on papers, a laptop, and a tablet. Two white coffee cups with saucers are on the table, one near each end. The scene is well-lit, suggesting a professional office environment.

CUSTOMER VALUE STRATEGY

GROUP 7

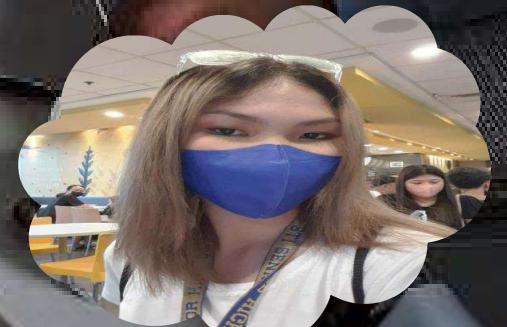
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OBJECTIVES

- ↗ DIFFERENTIATE BETWEEN AN INTERNAL AND EXTERNAL CUSTOMER
- ↗ DESCRIBE CUSTOMER SATISFACTION AND ITS NATURE,
- ↗ DEFINE CUSTOMER FOCUS
- ↗ EXPLAIN CUSTOMER SERVICE



TOPICS



**IDENTIFYING
CUSTOMER**



**CUSTOMER
SATISFACTION**



**CUSTOMER
FOCUS**



**CUSTOMER
SERVICE**



**IDENTIFYING
CUSTOMER**



IDENTIFYING CUSTOMER

There are two distinct types of customers, namely *external* and *internal*. *Internal customers* are within the company. Getting the internal relationships working is essential if external customers are to be satisfied. Every single person in the organization influences external customers.

An *external customer* may be an individual or an enterprise that hires or purchases the product(s) or service(s) from another person or business in exchange for money. An external customer is someone who exists outside the organization. An external customer can be defined in many ways, such as :



IDENTIFYING CUSTOMER

1. The one who uses the product or service.
2. The one who purchases the product or service.
3. The one who influences the sale of the product or service.

One of the most important factors for the success of an enterprise is its customers.



**CUSTOMER
SATISFACTION**



CUSTOMER SATISFACTION

Customer satisfaction is not objectively measured but is more of a feeling or attitude. It enhances customer loyalty, which is the feeling of attachment to or affection for a company's people, products, or services. Satisfaction can be expressed in many ways, like positive word-of-mouth, giving compliments to the service provider, and brand loyalty to the service organization. Customer delight arises when perceptions exceed expectations. Organizations depend on their customers and, therefore should understand current and future customer needs, meet customer requirements and strive to exceed customer expectations.



CUSTOMER SATISFACTION

External customer satisfaction shows the extent to which the organization:

1. Uses methods for determining and monitoring external customers' perceived quality and value.
2. Uses customer feedback to improve product/service quality.
3. Handles complaints, resolve them and uses complaint information for quality improvement and prevention of the recurrence of problems.
4. Measures performance against customer targets.
5. Compares its customer satisfaction results with that of main competitors.



CUSTOMER SATISFACTION

A summary of ways to improve **internal customer satisfaction** is given below:

1. Treat employees as the company would treat its customers
2. Share the company vision
3. Surpass their expectations
4. Take feedback and suggestions
5. Show appreciation for good work



CUSTOMER SATISFACTION METHODS

ENCOURAGING
FACE-TO-FACE
DEALINGS
WITH
CUSTOMERS

RESPOND TO
MESSAGES
PROMPTLY
AND KEEP THE
CLIENTS
INFORMED

BEING
FRIENDLY AND
APPROACHABLE
BY CUSTOMERS

HAVING A
CLEARLY
DEFINED
CUSTOMER
SERVICE
POLICY



APPROACHES TO CUSTOMER SATISFACTION

- ◊ REGULAR CUSTOMER FEEDBACK SYSTEM
- ◊ MARKET RESEARCH
- ◊ NEW OR LAST CUSTOMER SURVEY
- ◊ FOCUS GROUPS
- ◊ CUSTOMER VISITS
- ◊ FRONT-LINE PERSONNEL
- ◊ CRITICAL INCIDENTS TECHNIQUE



DETERMINANTS OF CUSTOMER SATISFACTION

KEY INDICATORS FOR PHYSICAL PRODUCTS

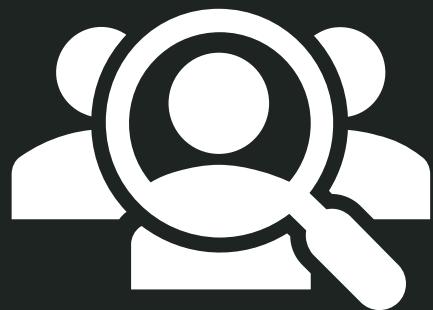
- A. RELIABILITY
- B. AESTHETICS
- C. ADAPTABILITY
- D. USABILITY
- E. FUNCTIONALITY
- F. APPROPRIATENESS



DETERMINANTS OF CUSTOMER SATISFACTION

KEY INDICATORS FOR SERVICES

- A. FRIENDLINESS/COURTEOUSNESS OF EMPLOYEES
- B. SAFETY/RISK OF SERVICE
- C. BILLING/INVOICING PROCEDURE
- D. RESPONSIVENESS TO REQUESTS
- E. THE APPEARANCE OF PHYSICAL FACILITIES
- F. APPROACHABILITY OF THE SERVICE PROVIDER
- G. WILLINGNESS TO LISTEN TO CUSTOMER
- H. HONESTY AND AN ABILITY TO COMMUNICATE IN CLEAR LANGUAGE



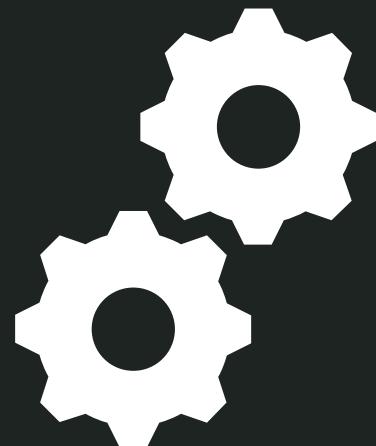
**CUSTOMER
FOCUS**



CUSTOMER FOCUS

Whatever companies do for quality improvement, it must always be remembered that only customers determine the level of quality. Whatever they do to foster quality improvement, such as training employees and integrating quality into process management, only customers determine whether their efforts are worthwhile. Improving continuously means always analyzing the way work is being performed to determine if more effective or efficient ways are possible, making improvements, and striving for excellence all the time.

Encouraging mutual respect and teamwork is important because it fosters a single-organizational culture of excellence by knowing that every employee from top to bottom of the hierarchy holds the same TQM core principles at heart.



**CUSTOMER
SERVICE**



CUSTOMER SERVICE

Quality Assurance means developing operational controls to ensure that the results match the desired outcomes. Customer service operations are designed to keep customers satisfied while protecting the organization. To make sure customer service achieves these goals in business, the person responsible for quality assurance must define the quality functions as they apply to how the company serves its customers.



QUALITY GOALS

Customer service means helping customers solve problems. To carry out this function effectively, customer service has to be easily accessible, knowledgeable, reliable, and deliver results. Quality assurance identifies these requirements and measures how well customer service performs with respect to each one. The company can define quality assurance in customer service as a means to evaluate the characteristics that make customer service effective.



RELIABILITY

COMPETENCE

DELIVERY

SOLUTIONS



THANK YOU!