

LITERATURE SURVEY

Team ID: PNT2022TMID00312

Topic: The relationships of customer satisfaction, customer loyalty, and profitability: an empirical study

Reference: Hallowell, Roger Volume: 7, Year:1996, Language: English

Abstract: Measures of customer loyalty were selected because they reflected both length and depth of the bank-customer relationship. Length of relationship is reported by both division-reported customer retention rates (percentage of customers who remained customers during 1993) and mean customer-reported relationship tenure. Relationship depth is measured by division cross-sell rates, which record the percentage of customer households with multiple accounts (account cross sell) or multiple services (service cross sell). Given the intent of this study, NIE/Rev is preferred to ROA as a more appropriate measure of profitability. Retail bank profit can be separated into, first, the results of operations (revenue-enhancing as well as cost-incurring) which influence expenses and revenues that are not sensitive to interest rates, and second, treasury activities, which influence interest-sensitive costs and revenues. This paper addresses primarily non-interest-sensitive components of profitability, hypothesized to relate to customer loyalty. ROA contains both interest-sensitive and non-interest-sensitive components, while NIE/Rev is generated only from non-interest-sensitive costs (the revenue portion of NIE/Rev may be somewhat related to customer-relevant interest rates).

Topic: Customer Service Value and Building Customer Value Model under the Internet Service Situation

Reference: Wang Xin, Xu Ming

Abstract: The paper summarizes the study of customer service value at home and abroad, including the connotation of customer service value, analysis of the development history and research content, stage division. Through literature analysis, find out the new research hotspot. On the basis of previous research, the paper build customer value model under the situation of Internet service. In order to carry out further research in academic circles of our country to provide reference and reflection. Customer value is composed of product value, service value, personnel value and image value, and the change of each value is influenced by the total value of customer value. Service value refers to enterprise provide customers with a variety of additional services with the sale of the product, including product introduction, delivery, installation, commissioning, maintenance, technical training, product assurance.

Topic: customer satisfaction determination and level of complaint: product quality and service quality

Reference: Yusuf Indra Wibowo

Abstract: Previous research or relevant research is very important in a scientific research or article. Previous research or relevant research serves to strengthen the theory and influence of relationships or influences between variables. Article review customer satisfaction determination and complaint level: Product Quality and Service Quality Analysis, A Study of Marketing Management Literature. The purpose of writing this article is to build a hypothesis of influence between variables to be used in future research. The result of this research library is that: 1) Product Quality affects Customer Satisfaction; 2) Service Quality affects Customer Satisfaction; 3) Product Quality affects complaint level; 4) Service Quality affects complaint level; and 5) Customer Satisfaction affects complaint level. Satisfaction Customer Satisfaction is a feeling of pleasure or disappointment of someone who appears after comparing the performance (results) of the product thought against the expected performance results (Kotler 2006:177, 2019)). The dimension or indicator of Customer Satisfaction is if the performance is below the expectations of eating dissatisfied customers, if the performance meets expectations, then the customer is satisfied, if the performance exceeds expectations, then the customer is very satisfied or happy (Kotler 2006:177, 2019).

Topic: Assessment of Satisfaction with the Quality of Education: Customer Satisfaction Index

Reference: Natalia Yanovaa a Faculty of Education and Psychology, Altai State University, pr.Lenina 61, Barnaul 6560049, Russia

Abstract: The paper discusses the questions of formalization about customer satisfaction index in empirical research and model building on the context of pedagogical qualimetrics, psychometrics and marketing of educational services to the feedback systems. Statement of the problem includes methodological, theoretical and instrumental-technological level analysis of model measurement techniques with illustrative examples of the experimental material due to monitoring of education service quality in the department for education.

Topic: Congruence in the assessment of service quality between employees and customers: A study of a public health care delivery system

Reference: Gary J. Young, Mark M. Meterko, David Mohr, Michael Shwartz, Hai Lin Volume:62,Year:2009

Abstract: Using social information processing theory, we examined the congruence between employee and customer assessments of organizations' service quality. The setting was a public health care delivery system. Contrary to expectations, employee assessments of service quality were lower than those of their customers. Also unexpectedly, employees with professional training had less congruent assessments than other employees. As expected, employees with longer tenure and those in departments with stronger customer service work climates had more congruent assessments relative to their customers. The results have implications for both management theory and for managers interested in developing customer-cantered organizations.

Topic: Customer care, much more than a smile: Developing a customer service infrastructure

Reference: Neal Thornberry, Associate Professor, Babson College, Massachusetts, USA; Hubert Hennessey, Associate Professor, Babson College, Massachusetts, USA

Abstract: In the important matter of customer service, it is implementing excellence that matters. Here, the internal customer has been neglected. But long-term customer care can never be achieved by just training programmes alone. There are all sorts of barriers and gaps in providing internal customer service. Neal Thornberry and Hubert Hennessey explore these impediments and recommend a method of identifying them in the organizational infrastructure and eliminating them. By now any organization that has not espoused the importance of customer service is either naive or out of business. Making customer service a strategic priority is admirable, but implementing excellence in service is the real challenge. But what are the ingredients of successful implementation? Much of the literature talks about the need to change culture, the training of employees, utilizing survey data, and improving organizational teamwork (Rosik 1991; McDermott, et al. 1991; Davis 1992). Recent research into customer service has focused on the internal customer, with the accompanying belief that serving the external customer requires that internal customers be serviced first. Davis (1991 and 1992) suggests that many service and support functions fail to support their most obvious customers, other company departments, whose help they need in delivering external customer service. Unlike external customers, internal customers rarely get the opportunity to shop elsewhere if their needs are not being met.

Topic: The impact of high-performance work systems in the health-care industry: employee reactions, service quality, customer satisfaction, and customer loyalty

Reference: Lee, Sang M., Lee, Don Hee, Kang, Chang Yuil, Volume: 32, Language: English, Journal: The Service Industries Journal

Abstract: The purpose of this study is to empirically test the effects of high-performance work systems (HPWS) on employee attitude, service quality, customer satisfaction, and customer loyalty in health-care organisations. The proposed research model was tested using structural equation modelling for hypotheses, based on data collected from 196 pairs of employees–customer respondents in four selected hospitals with more than 500 beds. The results indicate that hospitals can improve customer satisfaction and loyalty through efficient operations, employee engagement, and service quality. One of the key findings of our study is that HPWS in health-care organisations influence employee reaction and service quality.

Topic: Impact of online reviews of customer care experience on brand or company selection

Reference: Karakaya, Fahri, Ganim Barnes, Nora

Abstract: Abstract Purpose – The purpose of this paper is to study the impact of customer care experiences voiced online on consumer choice of brand or company when purchasing products and services by including the level of usage of these sites, and consumer opinions about whether or not their comments would make a difference to the actions of companies. Design/methodology/approach – The theoretical framework of word of mouth is extended to an online environment, electronic word of mouth (e-WOM), when using consumer opinions about customer care, and a model is suggested using structural equation modelling utilizing data from 320 consumers in the USA. Findings – Consumer opinions about customer care in socially-based web sites impact consumer opinions and consumer engagement and consequently consumer choice of brand or company when making purchases. The web sites, including government/consumer advocacy information sites, company web sites, and information found through search engines, are not considered important in influencing consumers. Research limitations/implications – The implications of the study are that companies need to pay attention to the voices of customers on socially based web sites and respond appropriately in order to keep customers brand-loyal. Since this was an exploratory study, it was limited in the number of variables used for testing the hypotheses. The study could be improved by increasing the number of variables that explain online consumer opinions, online engagement and consumer choice of brand or company. Originality/value – This is an exploratory study focusing on the customer care experience rather than product quality or value provided by companies as discussed by consumers on a variety of web sites. Therefore, it extends the previous works on product quality and value.

Topic: Customer Satisfaction in Online Shopping

Reference: Rashed Al Karim (Assistant Professor, Business Administration, East Delta University, Bangladesh)

Abstract: This study endeavours to understand customer satisfaction in online shopping while investigating the major reasons that motivated customers' decision-making processes as well as inhibitions of online shopping. The Kotler and Killers (2009) Five Stage Buying Process Model was chosen as the basis of framework of this study to explain customer satisfaction through their motivations to buy products online. The existing literature was reviewed to discover reasons that would influence customers positively or negatively towards shopping online. Surveys were conducted by distributing questionnaires in the Wrexham area (North Wales) to gather data for this research. SPSS software package was used to present research data graphically and to test research hypothesis. From the findings, it was discovered that respondents use internet to purchase products through online because they believe it is convenience to them and the term convenient includes elements such as time saving, information availability, opening time, ease of use, websites navigation, less shopping stress, less expensive and shopping fun. In contrast, along with respondents' mind-sets, online payment security, personal privacy and trust, unclear warranties and returns policies and lack of personal customer service are the foremost barriers of online shopping. Furthermore, the result of hypotheses established that even though online shopping is convenient to all

consumers, online payment system and privacy or security anxieties have significant impact on online shopping. Finally, some recommendations have been offered for online retailers to take initiatives for making online shopping more admired and trustworthy.

Topic: Customer Care Management Model for Service Industry

Reference: Muthuswamy Shanmugaraja, Muthusamy Nataraj, Nallasamy Gunasekaran Department of Mechanical Engineering, Government College of Technology, Coimbatore, India; Principal, Angel College of Engineering and Technology, Tirupur, India.

Abstract: Purpose – This paper describes a model for Customer care management in an automotive service industry. Design/ methodology/approach – Customer care management (CCM) model is developed using TQM techniques, Quality Function Deployment (QFD) and Six Sigma. The matrix structure in QFD is used to transform customer complaints into Critical-to Quality (CTQ) parameters. By using Six Sigma DMAIC approach, the customer complaint parameters are analysed for improvement. Findings – The application of CCM model in an automobile service industry has determined that the workload planning is the chronic problem for customer complaint. Further analysis through this model leads to restructuring of existing workload planning practice through a set of algorithms. Research limitations/implications – CCM model lacks to accommodate the effect of relationship between rectification factors. Also, competitor technical contemplation is not possible in this model. Originality/value – Customer is the focal point and early response to their complaint is the key to success of every business. This paper has developed a structured complaint management practice which warrants the timely response to customer complaints and speedy resolution for survival in today's customer driven market.