INTRODUCTION

Customer satisfaction is an important factor in the phenomenon of the construction process and customer relationship. As Construction Companies increases its antagonism, greater attention continues to be placed on customer relationships and satisfied customers. Customer satisfaction accredits construction companies to differentiate themselves from their competitors and create sustainable advantage. Those who buy the goods or services provided by companies are customers. In other words, a customer is a stakeholder of an organization who provides payment in exchange for the offer provided to him by the organization with the aim of fulfilling a need and to maximize satisfaction. Sometimes the term customer and consumer are confusing. Companies use numerous forms of customer satisfaction accessions in developing and monitoring service offerings in order to manage and improve customer relationships. Measuring customer satisfaction has several benedictions for organizations: Improvement in communication between parties and enable mutual agreement, A recognition of the demand of improvement in the process, Better understanding of the problems, Interpretation of progress towards the goal and Monitoring and reporting accomplished results and changes.

Customer satisfaction has become one of the key issues for companies in their efforts to improve quality in the competitive marketplace. It can be seen as either a goal of or a measurement tool in the development of construction quality. The objective of this paper is to examine and deepen the understanding of customer satisfaction factors in the construction projects. The following sections discuss these efforts with a literature review

NEED OF STUDY

The main objective of this study is to identify the factors of customer satisfaction in construction. Customer satisfaction is one of the critical success factors for construction and all companies. Improving quality and customer satisfaction has received extensive attention. Customers want all utility and service and quality from the beginning till the end of the project. It should present a good appearance. Customer need good climate and its effect, customer needs their requirements. Customer also reflected on cost.

LITERATURE REVIEW

The literature review is carried out to identify factor of customer satisfaction in construction firms. This is the various research review regarding factors of customer service satisfaction in construction works.

CUSTOMER SUPPORT SOFTWARE

Ticketing Software

Help desk and ticketing software helps CSRs track and organize incoming customer requests, stay organized, build processes, and prioritize requests based on when they came in and their level of significance.

Surveys

Surveys are critical to measuring your business's internal and external successes. Whether it's obtaining customer feedback prior to or after working with a rep or asking your CSRs about their satisfaction and happiness working for your company, Survey and customer feedback software has the power to tell you important information about the people who matter most to your success and growth.

Knowledge Base

Managing a knowledge base for your customers is an important part of empowering them. Knowledge base software will help you create this hub of educational support materials so customers can try to help themselves and solve challenges on their own. Your knowledge base may include FAQ and other instructional information. This type of support is not only empowering to your customers but it saves your CSRs time, too.

Universal Inbox

HubSpot, Zendesk , and Freshdesk offer universal and collaborative inboxes to help CSRs organize all of your business's support channels in a way that ensures no customer request goes unnoticed. A universal inbox also keeps track of each customer's interaction history so reps have the context they need to best assist them and manage their specific situation appropriately.

Live Chat Software

In today's world of customer support, customers often expect an option to receive immediate support via live chat software. This provides your customers with another option for support to choose from that they can access via your website. Live chat is also great for efficiency because your CSRs can assist multiple people at once.

Social Media Software

Your CSRs are bound to receive feedback, inquires, and more via social media. Social media software helps you manage all contact through your various platforms from a central location. Your reps can easily view your pages and profiles and respond to requests, questions, and more through the software in a timely and organized fashion.

CUSTOMER SUPPORT EXAMPLES

1. JetBlue: Caring About Its Customers More Than Profit

Back when Hurricane Irma hit Florida in 2017, many airlines began surging their prices out of Florida airports.

Not JetBlue.

To help its customers get somewhere safe, JetBlue discounted its prices and capped them at a mere $99.

The company has been given the title of highest in customer satisfaction among low-cost carriers over 13 times now, and it's no wonder why. While some companies preferred to use the increase in demand as an opportunity to make a profit, JetBlue demonstrated it cared more about its customers' safety than it did about its own bottom-line.

Takeaway

When it counts, consider how you can show your appreciation or support for your customers. You might provide discounts to veterans or teachers, or donate a percentage of your proceeds to a specific cause or charity. Demonstrating kindness and empathy is critical when aiming to build long-term brand loyalty and stronger customer relationships.

2. Adobe Care: Seeking Out Feedback

Adobe created a separate Adobe Care Twitter account specifically geared towards customer service requests, and the brand often posts cheerful messages encouraging its followers to comment with any questions or concerns.

This enables open dialogue and encourages Adobe customers to publicly post complaints or issues. While this could seem like a risky move, it helps other customers find the answers they're looking for — while also demonstrating the brand's commitment to transparency and trust.

Take a look, for instance, at the following thread, which highlights Adobe's desire to improve their customers' experience by providing speedy, helpful advice to those who reach out: