

ABSTRACT :

Customer satisfaction is decisive for Registry field and firms relying on customer's relationship. Measuring the customer satisfaction has several benefits such as for improving communication between parties, evaluation of progress towards goals and enabling of mutual agreement and monitoring results. This paper focuses on analysing the satisfaction factors of customers including all aspects of products and services in the construction projects. In this study factors for customer satisfaction in construction industry are taken from the past literature review. The literature reviews are summarized and various factors related to customer satisfaction in construction industry based on literature review summary.

INTRODUCTION:

Customer satisfaction is an important factor in the phenomenon of the construction process and customer relationship. As Construction Company's 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 organization's: 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.