

WOW Your Customers: Tips to Retain Customers

Syed Izarul Hisyam Syed Isa¹ & Syafiqah Md Nayan
Universiti Kuala Lumpur
izarul.isa@s.unikl.edu.my

Abstract: *This paper discusses the important about customer satisfaction towards business organization. Customer's satisfaction is very important aspect in a business or company because their profit depends on their customers. Customers are responsible for the growth of their business so they should take this aspect seriously for their company to success. Dissatisfaction of a customer is when they use the product or services of a company and they will not repeat it again. As satisfaction of dissatisfaction are subjective and there will be satisfied customers or not satisfied customers. The fierce competition among industry players lead to creative ways of marketing focusing on customer. Customer have more choices as the competition provides various options to customer in selecting the best service providers that meet their needs and wants.*

Keywords: *Customer satisfaction, Marketing, loyalty*



Why Customer is important?

Customer satisfaction is defined as a measurement that determines how happy the customers are with the products, services, and capabilities provided by a certain company (Kotler, 1966). Customer will become satisfied when they feel very happy when using your services or product as they will shop regularly or use the services provided by the company provides more often (Kotler & Stonich, 1991). When this happen they are attached to the product or service and they become loyal customers. There is a few effect that will occur due to customer dissatisfaction. First, current customer will leave. It is very rare for a customer to stay when experiencing with poor services especially in today situation when there is so much other option from other company. When your customer walks, you will have lost your profit source as it takes more effort to attract new customer then maintaining a current one. Next, new customer will stay away from your business (Razak & Shamsudin, 2019; M. F. Shamsudin, Nurana, Aesya, & Nabi, 2018; M. F. Shamsudin, Razak, & Salem, 2018). People tend to believe feedback from their friends rather than believe the other sources such as advertising. Basically people will avoid a business when they heard a poor feedback from other people. Furthermore, your business will be having reputation suffers. It may happen when a dissatisfied customer tells other people about their bad experience they have and it will spread even faster when they do so on social media (Hassan & Shamsudin, 2019; M. F. Shamsudin, Shabi, & Salem, 2018; Mohd Farid Shamsudin & Razali, 2015). It is very hard to repair the image of a business when it is known for their poor services. In addition, employees ten to leave the company. Employees know when there is something not right with the company they work for. Dealing with dissatisfied customer make their working environment become more difficult and the working environment will become toxic. So the employees will look for opportunities with other companies and turnover thus leaving a bad reputation for the company.

¹ Corresponding author: izarul.isa@s.unikl.edu.my

Lastly, a decrease in revenue or profit (Muhammad, Farid Shamsudin, & Hadi, 2016; M. F. M. F. Shamsudin, Esa, & Ali, 2019; M. Shamsudin et al., 2015). The decreasing in number of customer will lead to decreasing in sales which give direct loss to profit. The cost to take new workers will increase as there is workers who turnover from the company.

There are a few ways to overcome these problems. First, make sure the delivery services is efficient. If your company or business is doing a delivery services, you need to ensure it will be delivered on time (Borishade et al., 2018; Davras & Caber, 2019; Rita, Oliveira, & Farisa, 2019). Customer will tend to judge your business if the services is slow. Next, you need to make sure your employees are happy. A happy employee will love their job thus resulting a better performance. So they will do their job better if the manager treats them nicely. So the customer will also experiencing a good situation when doing business with your company (Chicu, Pàmies, Ryan, & Cross, 2019; Gerdt, Wagner, & Schewe, 2019; Zhang, Zhang, & Zhang, 2019). Furthermore, handling a customer feedback or complaint. A customer's complaint is does not necessarily to down your business (Basha, Mason, Shamsudin, Hussain, & Salem, 2015; Hasim, Shamsudin, Ali, & Shabi, 2018; B. Kadir & Shamsudin, 2019; Salem, Shawtari, Shamsudin, & Hussain, 2016). They give feedback based on their experience. As the manager or the owner of the business, you need to be quick when dealing with these situations. Analyse and decide which area need improvement is important to ensure that the problem will not be repeated so that customer will be satisfied with your business. Lastly, you need to treat your customer the best way you can. Thank your customers for their business, both in person and also printed on the receipt. A simple thank you after finish doing business will make your customer feel very appreciated and make them want to come again (Baharudin Kadir, Shamsudin, Nurul, & Mohd, 2020; M. Shamsudin et al., 2015). You need to make a real effort to help your customers and assist them in the best way you can. The company need to keep their promise if the will contact the customer to tell if there is new product or offer for them and do this regularly for every customer to maintain current customer.

In conclusion, customer satisfaction is very an important aspect. Even though customer satisfaction does not guarantee repurchase on the part of the customers but still it plays a very important part in ensuring customer loyalty (M. F. Shamsudin, Shabi, et al., 2018; Mohd Farid Shamsudin & Razali, 2015). In doing business, customers are your asset that you will need to take a good care so that your business will continue to grow and succeed.

References:

- Basha, M. B., Mason, C., Shamsudin, M. F., Hussain, H. I., & Salem, M. A. (2015). Consumers Attitude Towards Organic Food. *Procedia Economics and Finance*, 31(15), 444–452. [https://doi.org/10.1016/s2212-5671\(15\)01219-8](https://doi.org/10.1016/s2212-5671(15)01219-8)
- Borishade, T., Kehinde, O., Iyiola, O., Olokundun, M., Ibidunni, A., Dirisu, J., & Omotoyinbo, C. (2018). Dataset on customer experience and satisfaction in healthcare sector of Nigeria. *Data in Brief*, 20, 1850–1853. <https://doi.org/10.1016/j.dib.2018.06.070>
- Chicu, D., Pàmies, M. del M., Ryan, G., & Cross, C. (2019). Exploring the influence of the human factor on customer satisfaction in call centres. *BRQ Business Research Quarterly*, 22(2), 83–95. <https://doi.org/10.1016/j.brq.2018.08.004>
- Davras, Ö., & Caber, M. (2019). Analysis of hotel services by their symmetric and asymmetric effects on overall customer satisfaction: A comparison of market segments. *International Journal of Hospitality Management*, 81(May 2018), 83–93. <https://doi.org/10.1016/j.ijhm.2019.03.003>

- Gerdt, S. O., Wagner, E., & Schewe, G. (2019). The relationship between sustainability and customer satisfaction in hospitality: An explorative investigation using eWOM as a data source. *Tourism Management*, 74(December 2018), 155–172. <https://doi.org/10.1016/j.tourman.2019.02.010>
- Hasim, M. A., Shamsudin, M. F., Ali, A. M., & Shabi, S. (2018). The relationship between sales promotions and online impulse buying in Malaysia | La relación entre las promociones de ventas y la compra por impulso en línea en Malasia. *Opcion*, 34(Special Is), 295–308.
- Hassan, S., & Shamsudin, M. F. M. F. (2019). Measuring the effect of service quality and corporate image on student satisfaction and loyalty in higher learning institutes of technical and vocational education and training. *International Journal of Engineering and Advanced Technology*, 8(5), 533–538. <https://doi.org/10.35940/ijeat.E1077.0585C19>
- Kadir, B., & Shamsudin, M. F. (2019). A case study analysis of typhidot: An example of market-oriented R & D commercialization in Malaysia. *International Journal of Financial Research*, 10(5), 75–81. <https://doi.org/10.5430/ijfr.v10n5p75>
- Kadir, Baharudin, Shamsudin, M. F., Nurul, I., & Mohd, H. (2020). Relevance of Blank 's Customer Development Model in Selected Cases of Market-Oriented R & D Commercialization in Malaysia. *Test Engineering & Management*, (4256), 4256–4259.
- Kotler, P. (1966). *for the Firm 's Marketing Nerve Center*.
- Kotler, P., & Stonich, P. J. (1991). Turbo Marketing Through Time Compression. *Journal of Business Strategy*, 12(5), 24–29. <https://doi.org/10.1108/eb039439>
- Muhammad, I., Farid Shamsudin, M., & Hadi, N. U. (2016). How Important Is Customer Satisfaction? Quantitative Evidence from Mobile Telecommunication Market. *International Journal of Business and Management*, 11(6), 57. <https://doi.org/10.5539/ijbm.v11n6p57>
- Razak, A. A. A. A., & Shamsudin, M. F. M. F. (2019). The influence of atmospheric experience on Theme Park Tourist's satisfaction and loyalty in Malaysia. *International Journal of Innovation, Creativity and Change*, 6(9), 10–20.
- Rita, P., Oliveira, T., & Farisa, A. (2019). The impact of e-service quality and customer satisfaction on customer behavior in online shopping. *Heliyon*, 5(10), e02690. <https://doi.org/10.1016/j.heliyon.2019.e02690>
- Salem, M. A., Shawtari, F. A., Shamsudin, M. F., & Hussain, H. I. (2016). The relation between stakeholders' integration and environmental competitiveness. *Social Responsibility Journal*, 12(4), 755–769. <https://doi.org/10.1108/SRJ-12-2015-0189>
- Shamsudin, M. F. M. F., Esa, S. A. S. A., & Ali, A. M. A. M. (2019). Determinants of customer loyalty towards the hotel industry in Malaysia. *International Journal of Innovation, Creativity and Change*, 6(9), 21–29.
- Shamsudin, M. F., Nurana, N., Aesya, A., & Nabi, M. A. (2018). Role of university reputation towards student choice to private universities. *Opcion*, 34(Special Issue 16), 285–294.
- Shamsudin, M. F., Razak, A. A., & Salem, M. A. (2018). The role of customer interactions towards customer satisfaction in theme parks experience. *Opcion*, 34(Special Issue 16), 546–558.
- Shamsudin, M. F., Shabi, K. S., & Salem, M. A. (2018). Role of perceived credibility towards intention to use of m-commerce. *Opcion*, 34(Special Issue 16), 276–284.
- Shamsudin, M., Mohd Noor, N., Abu Hassim, A., Hussain, H., Salem, M., & Hasim, M. (2015). Factors lead to customer loyalty in prepaid mobile services. *Caspian Journal of Applied Sciences Research*, 4(10).
- Shamsudin, Mohd Farid, & Razali, N. A. M. (2015). Factors Influencing Customer Loyalty In Private Healthcare Services. *The International Journal of Social Sciences and Humanities*

Invention, (October). <https://doi.org/10.18535/ijsshi/v2i10.03>

Zhang, J., Zhang, J., & Zhang, M. (2019). From free to paid: Customer expertise and customer satisfaction on knowledge payment platforms. *Decision Support Systems*, 127(March), 113140. <https://doi.org/10.1016/j.dss.2019.113140>