


Rising customer satisfaction

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Abstract: *Customer complaint is an expression of dissatisfaction. It can also be described in a positive sense as a report from a customer providing documentation about a problem with a product or service. Normally dissatisfied customer with certain services or product will complain. Customer's complaint is actually representing or highlights a problem, whether that's a problem with the product, employees or internal processes. Hearing those problems directly from customers, may improve to prevent further complaints in the future. Research found that customers' whose complaints are handled quickly can often turn into loyal customers. In fact, a study by Harvard Business Review found that customers who have a complaint handled in less than 5 minutes go on to spend more on future purchases. Customer complaint can become very profitable when organizations can resolve their problem quickly.*

Keywords: *Customer satisfaction, customer loyalty, competition*



Introduction

Customers are the substance of success for any business, and if customers are not treated right, the business can lose its reason for existence (Aminuddin, Don, & Shamsudin, 2020; Hamzah, A. A., Shamsudin, 2020; Ilias & Shamsudin, 2020). If business are not taking care of their customers, or becomes known for poor customer service, they can expect several things to happen and none of them are positive for the business (Mokhtar & Shamsudin, 2020; Nur, Nik, & Shamsudin, 2020). It is important to understand customer dissatisfaction in order to maintain a sustainable business (Bin et al., 2016), given that the negative effects of customer dissatisfaction in service businesses may be even greater than the positive effects of satisfaction (Affendy Abu Hassim, Asmat-Nizam, & Mohd Farid Shamsudin, 2016). Businesses need money to survive. To make money, businesses need customers (Hamzah & Shamsudin, 2020). Ideally these customers are happy, tell their friends about you and keep coming back (Davras & Caber, 2019; Gerdt, Wagner, & Schewe, 2019; Liu et al., 2019; Zhang, Zhang, & Zhang, 2019).

Customer satisfaction is the difference between surviving and thriving (Borishade et al., 2018; Chicu, Pàmies, Ryan, & Cross, 2019). Customer satisfaction is key in creating a long-term relationship with your customers (Sallaudin Hassan & Shamsudin, 2019; M. F. Shamsudin, Shabi, & Salem, 2018). If you think back to the dating analogy, going through the sales process is just like wooing your prospect to turn them into a customer (Razak & Shamsudin, 2019).

Keeping a long term relationship functioning is hard work. business need to keep delivering value time and time again. Business need to achieve customer satisfaction (Cakici, Akgunduz, & Yildirim, 2019; Fernandes & Solimun, 2018; Keshavarz & Jamshidi, 2018). 81% of satisfied customers are more likely to do business with them again if they have a positive experience (Basha, Mason, Shamsudin, Hussain, & Salem, 2015; Hasim, Shamsudin, Ali, & Shabi, 2018; M. F. Shamsudin, Ali, Ali, & Shabi, 2019). 95% of customers will “take action” after a negative

experience like sharing concerns with friends and family, or churning (Abdur Rehman, Osman, Aziz, Koh, & Awais, 2019; Amoako, Anabila, Asare Effah, & Kumi, 2017; Omoregie, Addae, Coffie, Ampong, & Ofori, 2019; Quoquab, Mohamed Sodom, & Mohammad, 2019).

Ongoing satisfaction leads to loyalty. Once customers have placed trust in a company and are assured that the company will continue to deliver high quality products, they will continue to do business with them (S. Hassan, Shamsudin, & Mustapha, 2019). So once business decided to keep customers satisfied and build a long term relationship with them, they need to know where they're going wrong.

Customer satisfaction is extremely important to business bottom line. Let's put it into perspective with numbers. Take the following business, RegalWater, selling drinking water. They have 100 customers right now. Each of those customer spends \$100 per month on average. If RegalWater customer satisfaction is at 90% a month, they have 90 happy customers who will likely continue to purchase from them. They also have 10 customers that are unhappy, and 95% of those might churn. That means RegalWater has \$950 of recurring revenue at risk this month. Next month, things go horribly wrong. Their customer satisfaction is lower at 75%. RegalWater can expect to lose \$2375 of recurring revenue from unhappy customers churning.

According to the research, this RegalWater is putting an additional \$95 of recurring revenue at risk each month for each percentage point of satisfaction they lose. If they have more customers, who spend more each month, lower customer satisfaction has an even bigger impact on your business. Every unhappy customer is another hit to the bottom line.

Business brand's reputation is incredibly valuable and not something to lose control. However, with the internet, business reputation is the first thing to take a hit when they have an extended streak of bad customer service that can lead to customer dissatisfaction (Ahmad & Scott, 2015; Kossivi, Xu, & Kalgora, 2016; Zimmerman, Liu, & Buck, 2009).

Customers today are quick to write negative reviews online when they have a bad experience with a company (Kakar, Raziq, & Khan, 2017; Likhitkar & Verma, 2015). In addition to leaving critical reviews, customers also vent their frustrations on social media for their friends, family, colleagues, and the entire world to see (Kadir & Shamsudin, 2019; Salem, Shawtari, Shamsudin, & Hussain, 2016; M. Shamsudin et al., 2015). 95% of respondents said they usually tell at least one other person about a bad customer experiences with a company, while 54% said they share it with at least 5 other people.

Conclusion

There is a clear need for any business organizations to look into customer satisfaction as there are limited number of potential market to be shared against too many competitors. As a business entity, marketing team should be more focus on understanding their customer needs and wants. Business need to offer their best products and services that can meet customer needs. Business also need to offer additional value added in order to attract more customer. Failing in providing the best services to customer will lead to customer dissatisfied and that is costly.

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