

Measuring Customer Satisfaction

An obstacle that most companies face today is insuring that their customer's satisfaction level and requirements are met. After researching on the topic, there were two articles that we as a group chose due to their clarity and interesting facts. In the first article, done by an organization called NBRI (National Business Research Institute), information on how to measure customer satisfaction is provided. However the other article, from the site RTOonline, provides information that goes beyond a typical method of measuring customer satisfaction, which most people tend to neglect.

A widely known fact is that, when marketing a product or service, **it is more profitable and likely successful to sell to an existing customer than finding a new customer**. In order to get accurate information, that will help businesses improve their customer's business experience, **it is important to identify and select the right customers**.

Selecting a company's loyal customers is tricky because a lot of factors can come into play.

For instance, consumers may purchase a product for convenience or price or perhaps not aware of other competing brands. Thus, it is important to understand and identify customer's behaviors, attitudes and income; before starting to measure how satisfied consumers are with their products or services.

A method to use when trying to measure customer satisfaction is through surveys. **Customer satisfaction surveys** can be used to measure satisfaction levels. The first step in this process would be to identify the people who are satisfied with the product or service, then moving on to the next step i.e. distinguishing between the degrees of satisfaction. Some of the survey dimensions that the NBRI organization concentrates on when measuring its customer satisfaction levels are:

- Quality of service
- Speed of service
- Pricing
- Complaints or Problems
- Relationship with contacts in the firm
- Types of services needed



Comments

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Working at Pizza Hut, I gained knowledge and understanding about which customers who would more likely try our new items, regardless of price. Even though there are much cheaper pizza stores around, loyal customers will more likely purchase newer items even though the price of the product is higher than the competition. Mainly due to the fact that customers have experienced the quality of food and service Pizza Hut provides. Moreover, customers would have a notion that future products of the store will be the same.

P.S. Sorry guys, I cannot give out free pizzas!

Work Cited

<http://www.rtoonline.com/content/Article/Jan08/CustomerSatisfactionSurveys546012508.asp>

http://www.nbrii.com/Customer_Surveys/Measure_Satisfaction.html