

# BTEC UNIT Seventeen: Marketing Intelligence

Unit Code: K/601/0955



# CUSTOMER SATISFACTION

Customer satisfaction is the state of mind that customers have about a company when their expectations have been met or exceeded over the lifetime of the product or service. The achievement of customer satisfaction leads to company loyalty and product repurchase. There are some important implications of this definition:

1. Because customer satisfaction is a subjective, no quantitative state, measurement won't be exact and will require sampling and statistical analysis.
2. Customer satisfaction measurement must be undertaken with an understanding of the gap between customer expectations and attribute performance perceptions.
3. There should be some connection between customer satisfaction measurement and bottom-line results.

# POST - SALE SURVEYS

- \* There are at least four reasons why product managers must consider after-sales activity since they own the definition and the packaging of after-sales product and services as an integral part of the customer offerings.
- \* Sales services have a strong impact on customers' satisfaction and consequently on the repurchase rate of a product because a customer who is experiencing a problem with an after-sales product will tend to switch to another product.
- \* After-sales service is part of the product's "Brand Promise" and it is up to service to ensure the reality of the value proposition promised by product managers to customers.
- \* Reliable and robust after-sale services can increase the acceptance rate of a new product by making mainstream customers much more secure to adopt an innovative solution.
- \* A sound and consistent after-sales offer often contributes to a sustainable competitive advantage, less easily duplicable than just a product.

# DATA MINING-WEB BEHAVIOUR ANALYSIS

- \* Data mining requires the establishment and recording of visitor and item characteristics, and visitor interactions. These statistics accumulate when visitors interact with items, your web site, and your business.
- \* Visitor characteristics include:
  - \* demographics - attributes such as home address, age, income, home ownership, computer ownership etc.
  - \* personality attributes such as highly protective feelings toward children, strong interest in local issues, impulse-buying tendencies, early adopters, keen interest in sports and recreation etc.
  - \* attributes of the visitor's system, such as operating system, browser, domain, and modem speed

Data mining works best with clear, measurable goals such as:

- \* increasing average page views per session
- \* increasing average profit per checkout
- \* decreasing products returned
- \* increasing the number of referred customers
- \* increasing brand awareness
- \* increasing visitor and customer retention rate (such as number of visitors that have returned within 30 days)
- \* increasing conversion rate of visitors into customers
- \* increasing the average number of items sold to each buyer
- \*

# GUARANTEES

- \* A guarantee is a powerful tool. Not enough businesses use them to their advantage. If you're a reputable business, you're going to stand behind your product or service anyway. I mean if you sell a widget to a customer and he or she absolutely hates it, you're going to give them a refund, right?

# GUARANTEES

- \* A money-back guarantee gets more people through the door. The more people who see your business and say, “What have I got to lose?”, the better.
- \* You keep those customers coming back by offering a quality experience. For example I ended up returning the shoes I bought . The company took great pains to make it easy for me. The shoes came with a pre-paid return shipping label already in the box. Sure, they had to pay some shipping costs on a pair of shoes, but now when I’m buying shoes, I’m going to go there first.
- \* It keeps you competitive by keeping you on your toes. If every customer has the potential to walk away, then you have to focus your attention on quality and service. Customers who prioritize quality and service are golden, because they recognize the unique value you add to your business. They can be your most loyal and lucrative customers and all they really need is a guarantee.

# Complaint handling and suggestion system

- \* Any customer service professional will tell you that one of the least favored aspects of this industry is hearing from a dissatisfied customer. Despite this, knowing how to handle customer complaints is imperative to ensure quality service and repeat business. Complaints may come in for a variety of reasons. However, by following a few simple guidelines, grievances can be managed and resolved successfully.

# Steps for Effective Complaint Management

- \* **1. Designate a Location to Receive Complaints**
- \* Consumers need to know where and how to file complaints or make inquiries.
  - \* Select a place to receive complaints that is visible and accessible to consumers.
  - \* Publicize the [complaint system](#) to encourage consumers to voice their dissatisfaction and to make the good intentions of the company apparent.
- \* **2. Develop a System for Record-keeping**
- \* Prepare forms for recording, categorizing and filing complaint records. Design the system to perform functions such as the following:
  - \* communicating complaint data to top management;
  - \* permitting swift identification and response when complaints need to be reported to other departments or companies in the distribution network, or to law enforcement or regulatory agencies;
  - \* providing market research through complaint trends; and
  - \* enabling management to monitor the efficiency and effectiveness of the [complaint management system](#).

# Steps for Effective Complaint Management

- \* **Process and Record Complaints**

- \* Log in the complaint and any relevant data.
- \* Categorize it for resolution and record-keeping. Categories must be clearly defined and exclusive of one another.
- \* Assign the complaint to one person for handling.
- \* Forward the complaint to another level of authority, if appropriate.

- \* **Acknowledge Complaint**

- \* Consumers do not register complaints with only a casual interest in their disposition. Complaining involves some inconvenience and, possibly, expense. Loyal customers with strong feelings are often involved.

- \* Personalize the response.
- \* Talk to the customer, if possible, by phone or in person.
- \* Use letters when necessary, but avoid impersonal form letters.
- \* Take extra time, if needed, to help consumers with special needs, such as language barriers.

- \* **Investigate and Analyze the Complaint**

- \* Be fair.
- \* Get both sides of the story.
- \* Keep records in the complaint file of all meetings, conversations or findings

# Steps for Effective Complaint Management

- \* **Resolve the Problem in a Manner Consistent with Company Policy**
  - \* Forward the complaint to the appropriate level of authority for resolution.
  - \* Keep the consumer informed through progress reports.
  - \* Notify the consumer promptly of a proposed settlement.
- \* **Follow-Up**
  - \* Find out if the consumer is satisfied with the resolution. Was it carried out?
  - \* Refer the complaint to a third-party dispute-resolution mechanism, if necessary.
  - \* Cooperate with the third-party.

# Steps for Effective Complaint Management

## **Prepare and File a Report on the Disposition of the Complaint, and Periodically Analyze and Summarize Complaints**

- Circulate complaint statistics and action proposals to appropriate departments.
- Develop an action plan for complaint prevention.
- Make sure the consumer viewpoint is given appropriate consideration in company decision making.

# MYSTREY SHOPPING

- \* Mystery Shopping is a research technique that is used widely to uncover consumer perceptions. By having shoppers walk through the process of service delivery, companies can effectively identify points of failure and bring standards up to their targets and improve their performance relative to their competition.
- \* Companies provide a list of research goals that get translated into a checklist of what the mystery shopper is to look for. The mystery shopper then poses as a customer and walks through the process as a real customer would, in order to rate the level of service delivery or compliance with target standards.

# MYSTREY SHOPPING

- \* We are in the middle of a global communications revolution driven by mobile devices. Virtually every demographic group worldwide has embraced mobile services. Mystery shopping researchers now have huge new opportunities to get feedback as it occurs in real time by using applications designed to collect data in the moment.

# PRODUCT PLACEMENT

- \* An advertising technique used by companies to subtly promote their products through a non-traditional advertising technique, usually through appearances in film, television, or other media.
- \* Product placements are often initiated through an agreement between a product manufacturer and the media company in which the media company receives economic benefit. A company will often pay a fee to have their product used, displayed, or significantly featured in a movie or show.
- \* Through product placement, companies hope that moviegoers will take note of the products used by the characters, and therefore think more strongly about using the products themselves.
- \* Some people consider product placement to be deceptive and unethical.

# SERVICE AGREEMENT

- \* The Terms of Service Agreement (also known as a Service Agreement) outlines the terms and conditions of an arrangement when a Company avails itself of the services offered by a Service Provider. This comprehensive document helps you define essential details such as the scope of the services to be provided and the rate of compensation.

Generally, this contract is provided by the Service Provider to make its terms of service known in advance and to formalize all billing arrangements and termination options. In some cases, the Service Provider will allow the Company to propose minor modifications in order to reach a mutually beneficial agreement.

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# CUSTOMER FOLLOW UP

- \* Perhaps one of the most overlooked aspects of a good sales funnel is customer follow up. Often times we spend countless hours priming and priming our customer/prospect leading up to the sale. But in the end we drop the ball the moment the customer doesn't bite or, worse yet, we make a sale and then forget about that customer and move on to the next.
- \* This is the probably the single biggest mistake most people make when working with a client or prospect list. They fail to follow up properly if at all.
- \* Following up with a customer/prospect is paramount to building a lasting business relationship and it is one of the main ways to maintain that relationship and create customer value through this retention. Through one customer can come repeat sales, referrals and a loyal customer for life.
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# CUSTOMER FOLLOW UP

- \* It's not difficult and doesn't take much time if it is done in a systematic way. If your business currently does not have a good follow up system, then you need to get one now. There are several types of customer follow up and each one should have its own unique message.
- \* Let's examine the reasons you follow up with a customer after the sale:
  - \* 1. You want to be sure they are pleased with your product/service
  - \* 2. You want to further develop the relationship with that customer and entice repeat sales
  - \* 3. This in turn will limit refunds - a sale is not a sale until after the guarantee period is over. Many people forget this and ultimately forget the customer once the sale is made
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\*

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