

### Abstract

In this paper I will review how we can create customer satisfaction and this is the goal of my study. To create customer satisfaction we should use important factors which are usually important for any business to success and as we know the highest customer satisfaction will lead to superior economic return. My factors in this research are Product, price, service and employees. In my opinion all these factors will help companies to satisfy their customers. Studies in marketing has the ability to predict the future with its cash flows, depositor and a value of long-term financial measures, and that what leads to satisfy a customer (Aksoy, Cooil, Groening, Keiningham, & Yalçin, 2008). The study I am doing about the customer satisfaction explains when and why the simultaneous pursuit of quality and orientations and it shows how it could effect it either positively or negatively.

### Research Methodology

The major contributing factor to my research is the understanding of a researched based model that works with product, price, service, and employees. This is a logical approach to the analysis of customer satisfaction, that helps us to comes an understanding of the contributing factors that lead to positive results with branding and profits . The case study theory helps to implement a strong structured project that focuses on building customer satisfaction and understanding product, price, service, and employees in correlations to one another. In addition, discussion and information that analysis in case study theory are used in this paper to look forward to create a customer satisfaction through several different factors will make a substantial increase of the company's sales.

### Introduction

Customer satisfaction is imperative to helping companies grow; Especially those within service industries. Customers consumer transpires the moment a company meets the needs or surpasses expectations. Most of the time there is a relationship between customer value and customer satisfaction. In order to deliver value to customer, a company should recognize what customer's value about its product (Verhoef, 2003). Research and development is the only way to come to an understandings of what is valued about their product or service. Once a company is aware of the requests of its customers it will be easier to deliver this value in order to make them pleased and satisfied. Fiscal growth and long term sustainability are not doubt in some directly correlated to customer satisfaction. A firm that succeeds in meeting and exceeding customers' expectations is guaranteed to have a great return on its investment. In addition, the long-run nature of the economic returns from improving customer satisfaction also has broad strategic implications (Mittal, Anderson, Sayrak, & Tadikamalla, 2005). If increasing customer satisfaction primarily changes future cash flows, then resources owed to improving quality and customer satisfaction should be treated as investments rather than expenses (Eugene W Anderson, Fornell, & Lehmann, 1994). On the other hand, Loyal and satisfied customers are a revenue-generating asset to the firm.

### Creating Customer Satisfaction

Utility is the first part of customer satisfaction; the ability to increase performance of lifestyles or current product's & service's is imperative to eliminate headaches that currently affect the consumer. This means the company has successfully provided utility in their deliverables. Secondly, warranties are a must. This ensures all products and services are reliable. The customer is considered the main target to increase the company revenue and ensure the stability of the company growing (Gruca & Rego, 2005). Because of this the company should spend a significant time coming to an understanding of brand perception. Adapting strategies to exude the core demographics wants and needs will ensure the product line meets expectations and is perceived as a reliable brand. There must be a differentiation between one organization to another in order to magnetize customers and satisfy them. This differentiation should be on price, quality, quantity and anything else they can offer. In some cases you can solve a problem and fix the situation with the customer then they will go away happy. But that kind of customer service will cut into your company's profits. From the results of the investigations we can know that different factors like (product/service, employees, and price) which are important for the provision of customer satisfaction and customer value (Homburg, Wieseke, & Bornemann, 2009).



Figure 1: keys ingredients to satisfying consumer needs.

The research and the study of three aspects of customers satisfaction are an integral to this project.

- **Value:** Satisfaction of the purchase of a good or services against what must be given in return to acquire this product or service.
- **Quality:** Meeting or exceeding customer expectations.
- **Service:** Customer focused products/ services, personnel care to consumers, and Support.

### How to Create Customer Satisfaction

#### F1: Product

The keys to products are design, ease of use, and consumer expectations. The companies ability to design products or services that meet the needs of consumers is huge. In addition, the ability to use these products or services in a simplified manner is extremely important to satisfying consumers. Additionally, meeting expectation is perhaps the most imperative factor in product development. Meeting and exceeding customer expectations is the fastest way to build customer satisfaction. By keeping this in mind from the inception of the product or services companies can launch research and development efforts to creates product or services that will have a comparative advantage over competition in the realm of customer satisfaction.

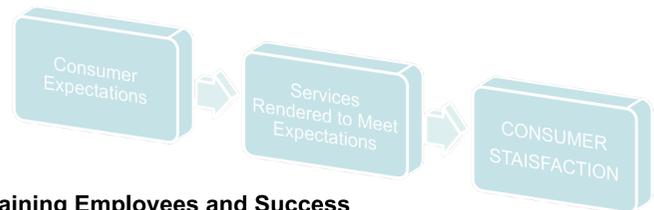
Firms that actually achieve high customer satisfaction also enjoy superior economic returns. Economic returns from improving customer satisfaction are not immediately observed efforts to increase current customers' satisfaction primary affect future purchasing behavior (Eugene W Anderson et al., 1994). "One strategy to encourage customers to spend more with the firm is to offer a variety of products and newer products" (Reinartz & Kumar, 2000).

#### F2: Price Tolerance and Customer Willingness

Price tolerance is the most important factor the affects consumers willingness to purchase product or services. This idea of price tolerance is the focus of researches within a company. Knowing how much a consumer is willing to pay before switching to another brand is imperative. Companies can maximize profits by knowing the information. Also, they can position their brand to be perceived in a manner that will intrigue the most consumers. Most customers like to buy high quality of product by lower price and companies should focus on how minimize the pain of price increase for customers to make them satisfied (Eugene W. Anderson, 1996).

#### F3: Customer Services and Customers Expectations

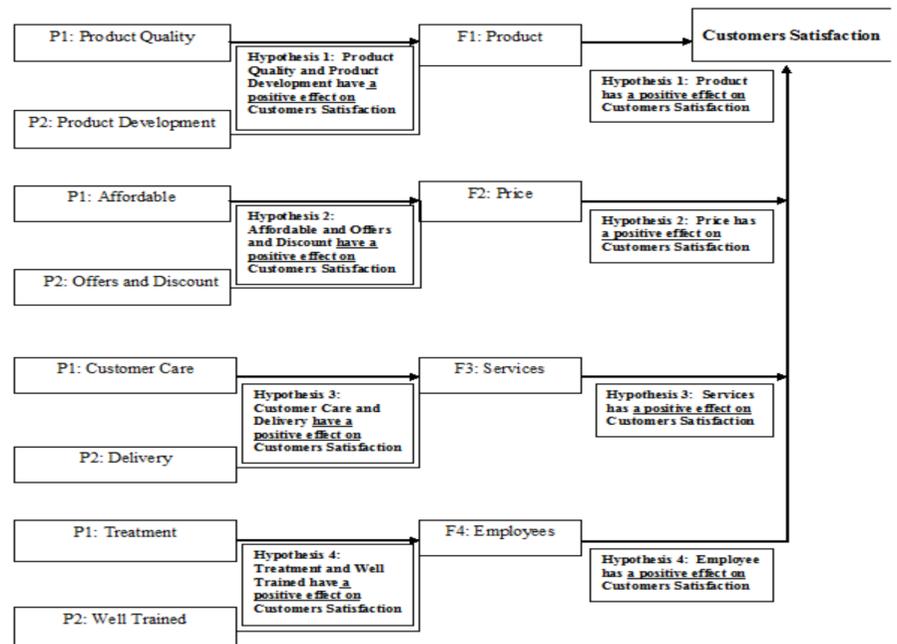
Customer expectations must be satisfied through the rendering of customer service to ensure the health of the company. Once observations have been made on the expectations of clients there should be an extension implementation of services to fit these needs and exceed anticipated expectations of customers. Customer service activities that provide an unexpected level of care will win consumers every time. A pleasurable experience will feed the ego of consumers and ensure future purchases.



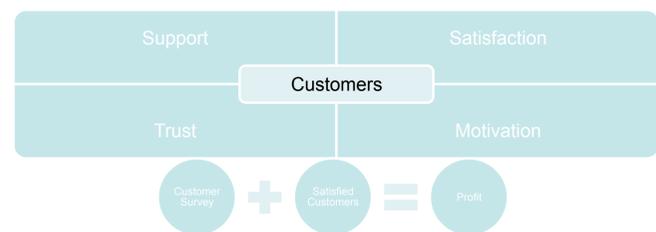
#### F4: Training Employees and Success

Human resources play a major role in the success of any organization. On going trainings to keep employees abreast of new developments or to develop their skills will ensure the success of customer service reps, and sales professional. If these people are performing well consumers will always remain happy. And the company will recognized expected profits. With this being understood one can now appreciate the a happy employee. If employees feel good about their career, their reaction would be returned in the value of their job and satisfy their customers. The nature of the employee responses is very important which can reflect the satisfaction and dissatisfaction of the customer. The feedback response gives a clear image about how satisfaction or dissatisfaction the customer is (Meuter, Ostrom, Roundtree, & Bitner, 2000).

### Model Structure



### Potential Needs of Customers



This figure shows potential needs of the customers. In addition, it shows the needs of a survey in these key areas of interests to have the ability to satisfy customers. Furthermore, to emphasize the connection between customer happiness and the profits of the company when it comes to increasing income. When a company understands their customers needs they can build a good relationship, loyalty, and trust among them.

### Conclusion

Research is imperative to knowing your customers. In order to create customer satisfaction there must be utility, which is to increase the expected performance or lifestyles of customers or eliminate problems. A customer is the most important person in any business; without customers' firms would have to close doors (Faloon, 1998). Value, quality, and service are essential to creating customer service. Customer satisfaction happens from the inceptions with product design. By generating a design that has a significant price tolerance the company can ensure consumer satisfaction. Also, maintaining customer satisfaction is important to long term profits. By creating strategies to in the customer service arena to cater to the client the company will ensure customer satisfaction. On going trainings to ensure employees are properly trained will ensure they have the skills set to keep customers happy and encourage customer satisfaction. By keeping employees happy we can assumes they will put more effort into the business, and create value.



# Creating Successful Customer Satisfaction

## How to improve customer satisfaction in the market place your way

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### Survey, Analysis, and Result

The survey aims to reflect customer satisfaction about the restaurant service, quality of product, employee attitude and price. The questionnaire is available for customers who have been in the restaurant and they got a code to access the survey which is located online on <http://www.thecheesecakefactoryfeedback.tellsmg.com/>.

#### The questions of the survey were the following:

1. Your overall experience with this restaurant.
2. The overall value received for the price paid.
3. The cleanliness of the restaurant.
4. The greeting you received upon entering the restaurant was.
5. Do you have to wait to be seated?
6. The staff treated you as a valued guest.
7. The length of time to receive your food.
8. Your food being prepared as ordered.
9. The taste of your food.
10. The length of time to process your payment.
11. Return to this restaurant in the next 6 months.
12. Recommend this restaurant to others in the next 6 months.

#### Results

The results of the survey show that:

70 % of people who did the survey were appreciating the taste of the food, because of the quality and variety of food. Also they mentioned that the food being prepared very quickly. On the other hand, 30% of people liked the price, because it is affordable. Furthermore, customers highly satisfied with payment process.

The majority of people who took a survey mentioned that staff treat them well and greeting their customers once they entering the restaurant. Also, the food being prepared as ordered. So, customers appreciate what Cheesecake Factory provides. In addition, customers said that usually they don't need to be waiting for long time to be seated. Minority of customers said that they are not going to return to this restaurant in the next 6 months, because it is not available everywhere.

85 % of people have a good overall experience with this restaurant and they recommend it to their friends and family to visit. 15 % of customers were asking to have a table more cleaned and organized.

#### Analysis

Apparently Cheesecake Factory satisfied their customer and make them feel more valued in many different ways;

1. The décor is very cool and it designed to make customer feels relaxing and comfortable.
2. It provides such a variety and delicious menu includes new meal each three months.
3. The attitude of employees and how they are super friendly with customers no matter how busy they are, regarding to the opportunities that Cheesecake Factory provides for their employees such as, training, offers and trips.

Analysis shows that the factors discussed in this research paper are highly true to a huge extent to create a customer satisfaction. It is not just about the quality of the products and services that company provides to satisfy customers, it is about creating a positive impression for the customers and keep them always pleased.