

# Customer Satisfaction and Services Providing a Competitive Edge over Others

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Looking into the term marketing with a bit of brevity shows us that at the very existence of the term it has been all about providing the needy what they need with in order to fulfill what is required by them in order to have a proper survival in terms of living a satisfactory life. A marketer more or less shares upon the highlights or the characteristics of a product to the one who needs the product in any ways possible making the customer realize on to how a particular product can solve the problem or need they possess in their lives, how is that going to affect their day to day living and it can be in any domain spread across attractive fashion trends or sugar less and cholesterol free food or some electronic goodie that could make their life much more simpler than what it is now. Therefore it could be summarized that a marketer more or less serves as a link in getting the needy what he/she needs the link may not be the marketer all the time it could be advertisements, campaigns, internet but the very representation of the information of the product to the outside world is where the marketer or marketing team plays the most important role, strategizing concepts, bringing in ideas, market research, analytics and a lot more. A very important part if we tend to take away from above written lines is the fact that at the center of whatever a marketer does lies the customer therefore his/her satisfaction on to using a certain goods is what transforms the good or the one producing that good into a brand. Bringing in new ideas will always have the jargons named customer satisfaction and services in them because without providing adequate services to the customer the retention of them would not be easy which could hinder the process of a particular company becoming a brand. Looking into why do we really need to do this after our product gets sold out? Tells us the fact how making in of a relationship between the company and customer makes things much easier, getting rid of a complicated marketing process. Maintaining proper relationships creates loyalty from the side of a customer which helps us in many ways, most important of them being getting of invaluable insights on the product sold which could later help in strategizing, advertising, bettering of product etc. Services and support provided to the customer can be in the forms of returns of product, solving problems (technical/nontechnical), providing attractive offers on specific product to loyal customers, analyzing and working upon reviews and problems observed, researching upon products of the same genre and improving the customer

satisfaction by modifying what lacks in terms of other competitors making an experience worth having by the customer. When we get to apply the things written above into our product it helps customers like the company, creating out trends and increasing the potential of what can be a huge breakdown into the market. Trend creation now a days has become very important in order to increase the selling rates of product. The same is very visible with the top mobile brands now a days introducing a concept of flash sale for their flagship products, the main reason why the brands are constantly able to maintain the consistency of conducting flash sale is the fact that the product when in the hands of the customer provides a power packed performance from the very start of usage creating customer satisfaction at its best transforming the whole scenario into a trend! The focus of research here is to work upon the intricacies on how to make more out of the fact that customer support and satisfaction can really create a competitive advantage over others by conducting proper research and analysis of customer behavior and also how based upon this how market and trend behavior actually tends to happen. In the past few years as seen with the implementation of lot of new and supportive things by the government the market has tend to become more and more dynamic in nature therefore tracing the right mix of what can make a brand successful is demanding quite a lot of effort by fellow researchers, the whole process would likely tend to involve field work conducting surveys and inducing case study results on specific genre of product which at last serves as to how terms like customer satisfaction and support can really turn out to be a game changer for any of the brand who implements the same. The process would also tend to produce models which could make the process easier on to evaluate if at all there are any flaws in the existing system being implemented, the model would possess add-ins in terms of detailed facts and figures with proper analysis upon inputs and outputs that would tend to produce the targeted results. Apart from this flaw detection and solving techniques based on the experience a fellow researcher would come in touch with while conducting his/her research. Therefore making a product transform into something that every customer would want to experience in near future by providing efficient ways and means of doing so in form of research analysis and results.