

Sharing Is Caring. If you enjoy this article, help us share with others.



OBJECTIVES OF THIS ARTICLE

In this article, we want to look at:

- The meaning of customer satisfaction.
- Relationship and differences between customer satisfaction and customer loyalty.
- Relationship between customer satisfaction and brand value.
- How to measure customer *satisfaction*
- Importance of customer satisfaction.

Relationship Between Customer Satisfaction and Customer Loyalty

PS: Are you a Nigerian resident abroad and you need to send money to your loved ones back home ? The stress is over now! Send money to Nigeria using the MonieWorld app. It's fast, easy and has great rates! MonieWorld is powered by Moniepoint. Sign up with my link <https://spoo.me/iy8taz>

There is a very wide difference between customer satisfaction and customer loyalty .Satisfaction you measures attitudes. Satisfaction in customer relations measures the attitudes of the customers towards the product. What is satisfactory to one person might not be satisfactory to others. That why we say that it is based on attitude.

A successful customer strategy will try to link these beliefs, inherent in performance, and actio

Customer satisfaction results from a process 0! internal evaluation that actively compares expectations before purchase with perceived performance during and at the conclusion of the purchase experience. We have said earlier that, before customers purchase your product(s), they have some expectations in mind. If these needs are met, then customers will be satisfied.



In analyzing customer satisfaction and expectation of prospects or customers before they purchased or after they purchased your product, the smaller the discrepancy between the customers' expectation [and the perception of the purchase experience](#), the higher the resulting satisfaction level.

ns and behaviours associated with likely future purchase and recommendation. To formulate an effective loyalty program. what we are saying here is that, a customer-centric enterprise can capitalize on the satisfaction that customers derive from their product to build a reliable loyalty program.

Correlation between Customer Satisfaction and Brand Value

There is a very wide link between customer satisfactory and organizational success. Customer satisfaction results from the creation of value for the customer. If customers' needs are met and the organization is able to add value to there customers, they will be able to remain loyal to the organisation. This will also to employees' satisfaction and loyalty.

Customer satisfaction has much to do with the kind of value organisation [adds to their customers](#). These values can be functional or emotion in nature. An organization can add functional values to their customer's life through product improvements, added features, access, and convenience among others.

An organisation can also add emotion value through provision of superior customer service. The emotion value you should know is more paramount than functional values as it leaves a lasting impression in the mind of consumers. It will enable them to recommend the product to others, and it will give the firm a higher share of their business. Functional value customer are more or less not likely to remain customer for life. They will likely leave if any other organisation is able to provide exactly what they want, may be at cheaper rate.

Customer satisfaction can therefore be said to be a “composite mix” of different value components in the total value proposition. This is one of the reasons why customer satisfaction surveys can be misleading or be misinterpreted.

Measuring of Customer Satisfaction

Here, we want to look at the reasons why we need to have a well planned loyalty program and customer satisfaction measurement. You should know that there must be a way of measuring customer loyalty'. You need survey for example to capture customer satisfaction but this must be supported with proper analysis so that we can interpret the results.

[One of the methods of analysis](#) that can be used in analyzing satisfaction is regression of attribute ratings, framed in order to reveal which characteristics

have test impact on overall customer satisfaction.

We can also talk of multiple classification analysis which reveals the benefit of risk specific associated with specific level of customer satisfaction. In order to achieve this, a customer

Strategy should also consider means and methods to improve response rates and generate more meaningful feedback.

Importance of Customer Satisfaction

Customer satisfaction represents an important feedback mechanism for brands to determine how they have been received and where weaknesses exist among competitors that might be used to hire customers. Customer satisfaction will allow you how your product is faring in the market and what you need to do in order to outsmart your competitors.

As an organisation, the main reason why you should be building a customer satisfaction mechanism, should be based on how you can [improve your customers experience](#). You should know that you have to devise several ways of improving tour customers' experience but you should beware of your actions because a single mistake can destroy what you have built for many years.

SUMMARY

So far, we have talked about customer satisfaction. We said customer satisfaction is based on two components which are functional or emotional in nature. We also discussed that it is good for you if your customers have

emotional attachment towards your products. Those that have functional attachment will always join your competitors' Life Cycle if they can meet their needs or performs better than you.

Above all, we said you should be mindful of your actions while carrying out any Loyalty program as a single mistake can spell doom for the entire enterprise.

Brainstorming Session

1. In your own view, what are the benefits of having a loyal customer base?
2. Discuss the components of customer loyalty in relation to a laundry firm.
3. You have just started a boutique. To you: what use the strategies that you can to create customer loyalty?
4. What is a Brand Promise? How can an organisation create one?

Action Point

PS: I know you might agree with some of the points that I have raised in this article. You might not agree with some of the issues raised. Let me know your views about the topic discussed. We will appreciate it if you could drop your comment. Thanks in anticipation.

Fact Check Policy

CRMNuggets is committed to fact-checking in a fair, transparent and non-partisan manner. Therefore, if you've found an error in any of our reports, be it factual, editorial, or an outdated post, please contact us to tell us about it.

Become Part Of our [Fan Base on Facebook. Click Here.](#)

Follow Us on Twitter. [Click Here.](#)

Many Crypto. One place. Use [Roqqu](#)

Hi, I now use RavenBank to send, receive and save money. I also pay my bills with ease, [you should try it out too](#)

OUR MISSION

To create well-reached contents that will increase the intellectual prowess of our readers.

OUR VISION

To become a reference point in the blogging space by the year 2030. We want to be among the first 30 blogs in Nigeria.

Official Social Media Pages for [crm-nuggets.com](#)

To Get Email Updates when we post new content, [Click Here.](#)

Join Our Telegram Channel: [CRMNUGGETS](#)

Twitter: [@crmngr](#)

Facebook Group: [@AdeniyiSalau](#)

Facebook Page: [CRMNuggets](#)

Instagram: [@crmnigeriablog](#)

Pinterest: [CRMNUGGETS](#)

Threads[@crm-nuggets](#)

Tiktok: [CRMNUGGETS](#)

Fact Check Policy

[Contact Us](#)

Sharing Is Caring. If you enjoy this article, help us share with others.





Related posts:

1. [Overview Of Customer Relationship Management](#)
2. [Customer-Centric Strategy In CRM: What You Should Know \(+Examples\)](#)
3. [Internet And CRM: The Relationships And Differences \(+Examples\)](#)
4. [Customer Interaction In CRM: The Proper Way OF Engaging Customers](#)

PEOPLE ALSO READ: Customer Centric Enterprise: How To Identify An Organisation That Puts Customers First

Powered by [Inline Related Posts](#)