**Management**

Student's Name

Course

University

Professor

Date

**Customer Focus**

**Introduction**

A company's success heavily depends on a couple of things, with one of the main requirements for success being customer focus. In a digital world, it is right to say that customers have overwhelming power. Customers will hardly buy anything online without reading the customer reviews. Good reviews mean great business, while bad reviews leave a bad name to the company. Additionally, excellent customer service is required to enhance customer focus. Customer focus involves placing oneself in the customer's shoes and focusing on what the customers need, want, and expect (Horsfall, 2019). Excellent customer focus will subsequently lead to exceptional customer satisfaction, which is ideal for any company or business

**How quality is significant in determining the long-run success of an organization**

Quality management is vital for the success of an organization. Quality goods and services help maintain customer loyalty and satisfaction while minimizing the risks of losses caused by replacing faulty products. Gaining accreditation with a well-known quality standard such as ISO 9001- an international organization for standardization, companies can be reputable for quality (Chetan, 2016). Maintaining good quality can be achieved through establishing and maintaining excellent customer expectations. When the customers like the products you offer, they will continuously buy from you and retain their loyalty.

Furthermore, great quality contributes to excellent customer feedback, which leads to a great reputation (Chetan, 2016). The digital world allows that customers give their feedback on social media platforms which could be significant and sometimes critical. Good reviews for quality are a great way to keep the company at the top in highly competitive markets. Poor quality can damage your company's reputation due to negative publicity.

Poor quality control will, in the long run, increase costs. Such costs could be incurred in analyzing non-conforming products to determine the root causes and retest the products (Chetan, 2016). Scrapping defective products would lead to incurring the additional cost of production when replacing them. In addition to that, the company incurs extra costs when defective products incur costs of returns and replacements and sometimes legal costs for failure to comply with customer standards (Chetan, 2016). As the saying goes, cheap is expensive. Good quality products, even though expensive, will save your company the cost incurred from cheap products

The quality of products and services helps determine the firm's success in various ways. To begin with, customer loyalty. Customer loyalty is measured if the customers return, make repeat purchases, and recommend the products and services to new clients. Good quality products are perceived as better value for money. As a result, a premium price will be determined and will achieve price inelasticity.

**Customer service practices**

Excellent customer service should be any company's priority. Research has shown that customers are comfortable purchasing products with high customer reviews (customer service, 2021). To begin with, turning a bad customer experience into an opportunity to impress them (customer service, 2021). This can be achieved by listening to the client without making any interruptions to justify or make an apology. Sometimes all they want to do is have someone listen to them. After listening, empathize by expressing that you understand their plight and would react differently if you went through a similar experience. Apologizing is the next step that shows the customer that you care for them and willing to make corrections. After making an apology, resolve the issue within the shortest time possible without any more delays. Finally, diagnosing the problem. This will ensure that the root cause of the problem is fixed so that the mistake won't happen again.

Furthermore, how to communicate with clients is another crucial customer service practice to consider. It is critical to provide solutions to the customers without them feeling that you were rude. Negative words such as can't, won't, and don't should be avoided (customer service, 2021). In addition to that, customers consider your tone equal to the words you use (customer service, 2021). Thus, it's essential to keep the tone casual and let your natural personality seep into the conversation.

**How to measure customer satisfaction, customer engagement, and customer dissatisfaction**

Customer satisfaction is a broad notion that incorporates a variety of elements. It's not as straightforward as evaluating income or growth, but it does impact both. Customer satisfaction, or CSAT, is a tried-and-true metric. It's a customer satisfaction survey in which the consumer is asked a series of questions, the most general of which is "how would you rank your experience engaging with our sales/customer service/support department? "the scale ranges from very unsatisfactory to very satisfactory (Barbier, 2016). the more there is a positive answer, the higher the score. Because it can relate to any interaction a client has with your company, the CSAT is adaptable (Barbier, 2016). It's also quick because you'll receive detailed feedback on a specific experience. The question, however, will not cover a customer's overall view of your business. Similarly, the results are skewed since marginally satisfied or dissatisfied clients are more likely to ignore the question.

In addition to the CSAT, the Net Promoter Score came about for the lack of predictive power from the former model. The question asked is, "on a scale of 1-10, how likely are you to recommend our product /service to a friend?" it classifies the customers into three groups. Extremely likely, not likely at all, and in between (Barbier, 2016). Its advantage is that the question is easy to answer and provides needed information to work on areas that need improvement.

Customer engagement can be calculated in multiple channels. It's essential to know how to measure customer engagement to grow your business (Gaw, 2019). Engaged customers are easy to convert and retain. Comments and shares on social media platforms are a great way to keep customers engaged. Remember that the type of feedback you receive, not simply the quantity, matters. You should consider it a success for your consumer engagement plan if you're obtaining good feedback. Additionally, you can check the engagement by studying the customers' return user frequency (Gaw, 2019). If customers take time to return for a purchase, the engagements should be improved. This is why data like the number of return users should be monitored. You'll have a good notion of how many and how often your clients revisit your company.

Customer dissatisfaction should be identified in a company to prevent the loss of customers. Some signs that show dissatisfied customers include frequent complaints. When they frequently mention the terms of the contract signed, showing disapproval, they compare your services to the competitors (marketing strategy, phone customer service, 2016). This indicates that they took time to research other company's products and are dissatisfied with your services. Finally, when they no longer log into your websites or engage with the company, they have lost interest in the company, and that's a clear sign of dissatisfaction

**Conclusion**

Customer satisfaction is without a doubt key in handling any business while ensuring its success. In today's digital world, customers are an integral part of a company's success, as one review could ruin your company's reputation. Technology should also be used to enhance customer engagement and satisfaction from the business side. Without adequate customer service, it's impossible to run a successful company.

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