

EFFECTING FACTORS OF CUSTOMER SATISFACTION AT SUPPLY CHAIN CONTEXT

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INTRODUCTION

- High customer satisfaction is one of the main goals for every company.

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“Can we swap glasses? It helps me see things from the customer’s point of view!”

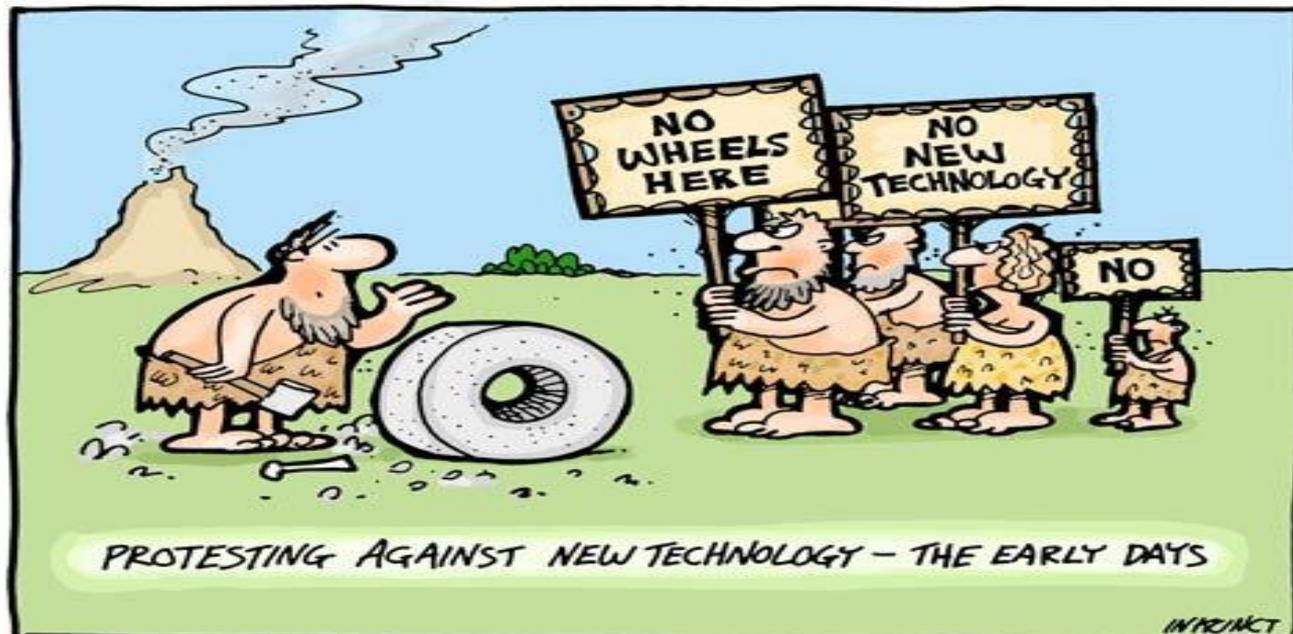


- Most important factors which impact the customer satisfaction are innovation, delivery, flexibility and service (Özkan et al. 2010)
- Firms should constantly scan the business landscape to identify new opportunities



TECHNICAL CAPABILITY

- Technological capability is important factor when making purchasing decision because it gives competition advantage and can save customers money and time.



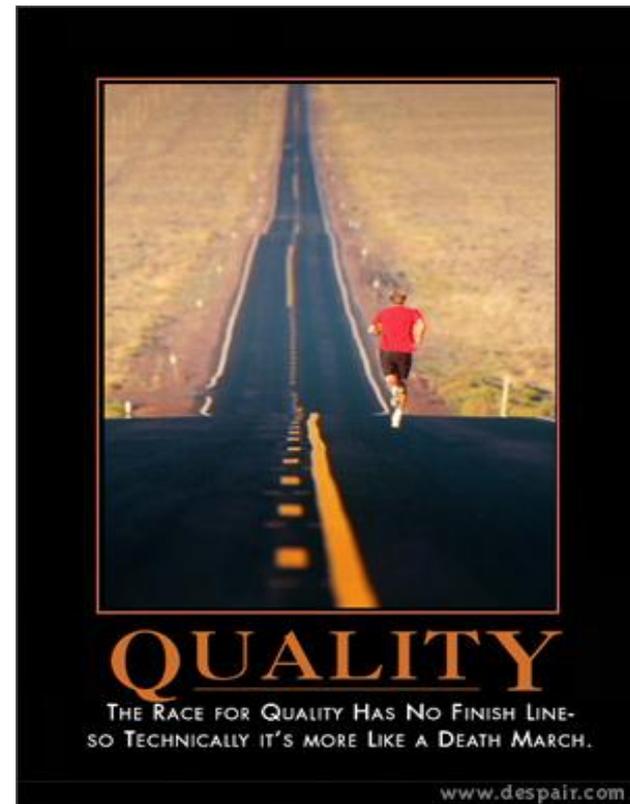
DELIVERY

- This is one of the main questions from the customer-**can your company deliver it?**
- Factors such as order commitment speed, order-to-delivery, lead time and on-time delivery are becoming new competitive differentiators among manufacturing companies (Zhang & Tseng, 2009)



QUALITY

- Firms compete on quality, customers search for quality, and the markets are transformed by quality. (Golder et al. 2012)



SERVICE

- Traditional manufacturers have moved into service and customer solution fields (Ulaga & Reinartz, 2011).
- Increasingly, businesses have to focus on service orientation to differentiate themselves from their competitors (Liang & Tseng, 2010)
- People skills are the foundation of good customer service, and customer service skills are critical to professional success in almost any job (Evenson, 1999; Zehr, 1998; Robles, 2012)



FLEXIBILITY

- From the perspective of buyers,
Volume flexibility- the ability to change the level of aggregated output.
Mix flexibility- the ability to change the range of products made within a given time period.
Product flexibility- the ability to introduce novel products or to modify existing ones.
Delivery flexibility- the ability to change planned or assumed delivery dates.
(Chu et al., 2011)



COMPETITIVE PRICING

- Price competition has lost its former meaning (Christopher, 1996; Nazari et al., 2012).



INNOVATION

Upside down pans
make cookie bowls



This changes
EVERYTHING



INNOVATION

The literature shows that strategies of innovation help a company in three ways:

- Providing new offerings or experiences that excite the customer.
- Staying ahead of the competition in the marketplace.
- Entering into new market segments or creating new businesses.

(Anthony et al., 2004; Bowonder et al., 2010)



CONCLUSION

- Customer satisfaction is extremely important for supply chain because it will increase sales and customer bond.
- Once trust is built, each partner in the supply chain are more likely to coordinate their efforts (Chu et al., 2011)



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"So, as you can see, customer satisfaction is up considerably since phasing out the complaint forms."

