

Creating Customer Delight : Tool of Marketing Strategy

Abstract

Customers are an organisation's biggest asset. There's much written and spoken about customer care, customer service, even customer 'delight'. Customer delight is what the customer feels when he has been dealt with in the right way. Delighted customers are those where you anticipate their needs, provide solutions to them before they ask and where you are observing to see if new and/or additional expectations are about ready to be required. Just simply providing good customer service isn't cost effective. It misses the opportunity to provide the rewards! It creates the free advertising that you can't place a momentary value to. Customer delight brings customers coming back for more. It causes new customers to come. It takes to out of the realm of being the same as all the others and places you clearly at the top. It distinguishes one organization from the rest. It allows the organization to sell product or service for more money than the competition. It helps in make more return on investment. The purpose of this paper is to propose few marketing strategy which will help the organization to make the customer delight.

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Introduction

Customer Service is a function of how well an organization is able to constantly and consistently exceed the needs of the customer. Customers have greater access to information about competitive products, which has led to an improved ability to articulate value expectations. Knowing what customers value and how the solutions a company provides meet those values is key to developing a viable marketing strategy. Establishing a strong link between customer value requirements and the major value-producing activities of the firm is the foundation on which the delivery of superior Customer value is based. For a particular product class, customers often develop expectations about products, brands, and suppliers. These value expectations are then expressed in terms of factors that drive the customers' preferences and purchase decisions for particular products and services. Competitive advantage accrues when: the firm is able to deliver the same benefits as competitors but at a lower cost, or deliver benefits that exceed those of competing products. Sustainable competitive advantage is not only the ability to differentiate a firm from its competitors, but the ability to sustain that advantage over the long run either because its difficult for other firms to copy the marketing strategy or because the resources other firms need to copy the marketing strategy are



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difficult to obtain.. Thus, a competitive advantage enables the firm to create superior value for its customers and superior profits for itself. customer satisfaction may be simply the ante necessary to get into the game, but customer delight can create customer loyalty that translates into long-term profitability. Customer delight also encourages customers to share their brand opinions, fan the organization, and encourage friends to experience the product.

Steps to achieve customer delight

Tucker recommended five steps that organizations can use to pursue customer delight, including:

1. Focus – Who owns the customer experience? Is everyone traveling down the same road? The companies that really stand out have a very clear understanding of who in their organization owns the customer experience. The companies that perform best have engrained that sense of ownership in everyone across the organization.

2. Quantify – Many businesses still consider customer service as a cost to be contained. After all, Wall Street hasn't yet adopted "happy bunnies" as a valid currency. That is why the service conversation needs to shift from cost to profit, indicating the value of delighted customers to the business, and the cost of dissatisfied ones. Doing this allows brands to calculate a rough ROI on their customer delight initiatives and measure after the fact whether they have made a - monetary - difference. It's always interesting to see how quickly the C-suite gets interested in customer delight when they see the profit of it.

3. Prioritize actions based on benchmarks – Who/what are my target customers comparing me to? Why are they defecting? Why are they shopping for an alternative solution? Knowing this information will help you understand and forecast your customers' expectations and needs.

4. Define the business case upfront – What's it worth to me in lower defection rates? Lower costs? Increased share? Connect customer satisfaction activity with the same discipline and scrutiny is critical to getting the equation right.

5. Monitor and make course corrections – Getting good at delighting your customers is not an event. You've got to have a continuous customer feedback loop. Make sure that customers are feeling the changes that you're making. If not, make course corrections. As Tucker pointed out, satisfaction is the path, but not the destination. The destination through an excellent customer experience is commitment—that part of a customer's behavior that creates power for a brand. The primary input to commitment is the



Source: www.associationworks.com/customerdelight.htm

Perceived-Customer Value

Perceived customer value influences customer attitudes and correspondingly customer choice behavior]. Customer value expectations are a primary factor in the customer's evaluations of product satisfaction. Consumer-behavior models commonly utilize an "information processing" approach to decision making. The conceptual framework is based on an understanding of the relationship between beliefs, attitudes, intentions, and behaviors about an object. Perceived customer value is conceptually the result of a process that incorporates beliefs about a product, which, in turn, feed attitudes and intentions to purchase. Perceived customer value is thought to affect three levels of customer choice:

1) the choice to buy or not buy, 2) the choice of product class or type, and 3) the choice of specific brand. Behavioral evidence supports the contention that the three types of choices do not occur simultaneously. Situational and individual effects may influence the order of the process from the ability of an alternative to arouse an emotional or affective state. A marketer's knowledge of brand images is extremely useful strategically for the effective positioning of a brand in the buyer's mind. Customer value drivers should:

- Facilitate the processing and retrieval of product information. Value drivers summarize customer beliefs about the product or firm. • Provide the basis for differentiation. Customers must perceive that a company's product is superior to the competition on the relevant value driver.
- Create positive attitudes and feelings. Positive attitudes reduce counter arguing and are difficult for competitors to overcome.
- Provide the reason to buy. Value drivers provide specific reasons to buy in addition to credibility and confidence in the brand. It is important to note that a large body of research exists

on consumer decision processes and choice models. In many cases, buyers are able to simplify the process to just a few attributes, or even one attribute that delivers the most perceived customer value. The following discussion will describe each of the five major customer-value driver classes that influence customer decision-making and behavior.

Conclusion

Customer Delight means more than just feeling great about a product or service. Customer delight is the customer demonstrates high return and recommends rate behavior. The Buyer's psychological motivations and goals for a particular purchase are central to the decision process. Psychological motives arise from the buyer's need for recognition, esteem, and belonging. Additional motivations may involve novelty seeking, and knowledge acquisition. Purchase behavior always occurs within a situational context. The situation may act as a constraint or to facilitate a given purchase or it may have no effect at all. The buying situation consists of those temporary environmental factors that form the context in which purchase-related activity occurs. buyer's perceptions of the utility to be derived from the functional specifications associated with a product or a service. Perceived customer value is the overall benefit derived from the product, however the customer defines it, at the price the customer is willing to pay. Information about perceived customer-value allows the firm to adapt its offerings to meet customer value expectations. Delight has a personal touch, it appears spontaneous, and makes customers feel good. Reward customer delight. Encourage the people to 'go that extra mile', to generate 'delight' ideas and to create

'raving fans'. What's the reward in your business for 'delighting a customer' what's the consequence for not. Customer delight is not about giving more customer service, it's about giving the service that matters.

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