WAYS TO IMPROVE THE COMMERCIAL SOCIETY RELATIONS WITH THE CUSTOMERS

MODALITĂȚI DE ÎMBUNĂTĂȚIRE A RELAȚIILOR SOCIETĂȚII COMERCIALE CU CLIENȚII

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Abstract: *The consumer has an important role within the market mechanism, being the reference element for all the actions undertaken by both producers and traders. As a consequence, the organization of commercial activity should be done on an adequate relationship-based system with the customer public. The model proposed in this paper has consisted in: collecting data and relevant information related to customer satisfaction. By spotlight content of trade relationships with the consumers, it should be emphasized that the whole system can be decomposed into three domains: organization of a proper framework for dialoging with the consumer; creation of an ambience, favorable to the implementation of the sale/purchase act and ensuring the appropriate ratios between trade staff and consumer. In order to increase the customer satisfaction and loyalty of those important and to remain competitive on the market, the enterprises should adopt a relatively new approach - the orientation to the costumer, compared to the traditional one - the search for clients.*

Key words: *customer, database, orientation, system*

INTRODUCTION

The causes leading to poor implementation of customer orientation in enterprises are the options of interpretation in circulation and the multitude of concepts.

Customer orientation means continuous and comprehensive identification and analysis of customer expectations, their implementation in developing products and services, interaction pattern with customers, purpose of developing and maintaining long term and economically advantageous relationships with customers.

If the market orientation takes into account not only the enterprise orientation towards existing customers but also towards all market participants who enter in relationship with the enterprise in order to build competitive advantages, provide to enterprise a certain competitiveness, the customer orientation aims to satisfy the needs of customers, their expectations and not building an advantage related to the competition on the market.

It is considered that a company has a good orientation to customers if:

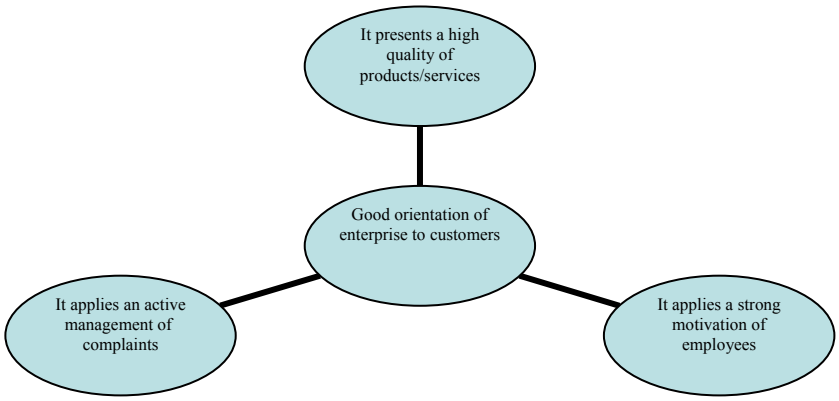


Figure 1. Enterprises guidelines to customers

The marketing approach oriented to existing customers must be permanent in service companies. It aims to increase the volume of revenue or market share and to reduce the number of those who purchase services from other companies. It is important to maintain permanently new customers, but it's very efficient for the company services to retain loyal customers, to strengthen the relationship with the existing clients.

The relational marketing[1] represents a way to attract, develop and maintain the relationship with the customer. Creating and maintaining customers consist in activities which, certainly, lead to make profit as customers are permanently expanding shopping area, sending favorable information about company services.

The marketing from person to person requires certain actions by which each customer must be treated as a potential loyal supporter, as an important market segment.

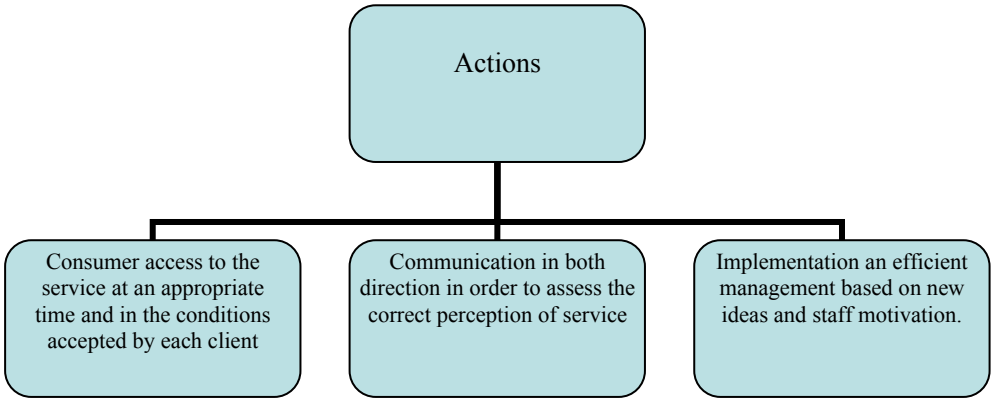


Figure 2. Main actions to maintain customers

[1] L. Dumitrescu- op. cit. p178

MATERIALS AND METHODS

The authors of this paper have completed two phases. In the first phase, it has been required a theoretical and bibliographical documentation concerning the way of customer satisfaction. It has been defined the issue and formulation of the main hypotheses in order to constitute an explanatory and convincing model, inducing the importance and activity of the researched subject. The final phase has been drawn up and completed by the collected information. The drafting of this paper was made in laboratory, based on the notes from the ground, the existing material and consulted bibliography.

RESULTS AND DISCUSSIONS

The customer satisfaction represents the client state that occurs after comparing the quality of a product or service with its expectations. The satisfaction depends on the gap between reality and desire and it is measured by offered products or services quality.

The customer satisfaction is the feeling of a person as a result by comparing the perceived performance of a product with people's expectations. Evaluating and monitoring customer satisfaction is an essential management tool of enterprise and they are based on information analysis concerning the relationship with the client.

The model proposed for evaluating customer satisfaction consists in: collecting data and information related to customer satisfaction and its perception about the concept and evaluating organization performance.

Database with information about its customers should include as many details as possible such as: customer/company name, unique code assigned to each client, contact person and his function, full address, telephone number and fax. When we work with corporate clients, it would be appropriate to know their website, because knowing it better, the provider company could offer many products or services which haven't been ordered or used before but it would use in the future.

In world trade only those who know to draw new customers will prosper, but also those who know to retain the old ones and make them

buying many products. Using a good well - formed database can be created different reports showing what and how much each customer buys, the loyal and infidels customers.

Various bonuses can be offered to the loyal customers in the form of discounts that would make them feel appreciated and they will definitely recommend the company to their friends, existing in this case a great possibility to become its customers. The potential customers can be attracted by providing incentives by the form of special offers. It is important to obtain the necessary details to create a database of potential customers as a result of polls or through supermarket agreement of using information held by them. A database of potential customers can also be formed by information from magazines, television, radio or simply those on the street where there are many possible customers, individuals and legal persons.

In trade, it is six times more expensive to win a new customer than to preserve the existing one[2] so, a great attention should be focused to customers of company record. Creating a database of potential customers requires an increasing promotion costs for attracting new people in stores or sale points. This can have an advantageous result for the company if the concerned people decide to return, next week, so, becoming loyal customers.

By obtaining the communication agreement even during the shopping process and giving them relevant information but not too focused on sales[3], so they will not feel disturbed or pressured to buy a particular product, the bidder will manipulate their consumption behavior. Almost certainly these people will return and in the future purchase value will increase and, shortly, they will become loyal customers. All data and information about customers must be centrally stored making instantly the access to users.

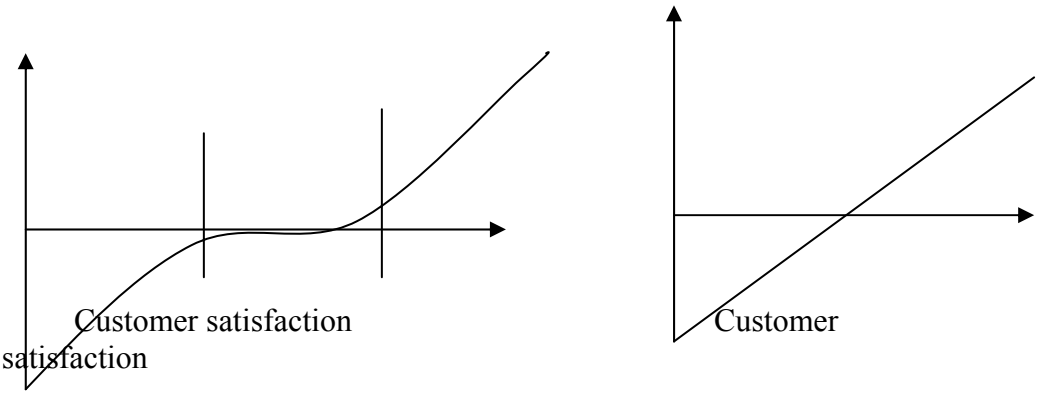
Each employee of the company must have the ability to access the customer databases at any time in order to dispose specific information

[2] www.agora.ro
[3] www.marketwatch.ro

necessary for sale development sales maximization of up-selling processes offering the highest level of personalized services for each client. [4]

We should not forget that every client is individual and he has preference and a specific work therefore he must be treated properly. Also, the customers want fast service concerning distribution nature of goods or finding a solution to a particular problem such as finding a similar product with desired product but non-existed on the market at that time.

The consequences concerning customer loyalty is part of a of cause and effect chain in the figure 2 being presented the constituent phases of the chain.



Saddle-shaped correlation Progressive correlation

Figure 2. Correlation between customer satisfaction and their loyalty

Phases of cause and effect chain

1. First phase - contact of customer with bidder by purchasing a product or a service request.
2. The second phase, the customer assesses the situation and interaction judging the level of perceived satisfaction.

[4] www.cisco.ro

3. The third phase - customer loyalty by confident behavior but also a positive orientation.
4. The fourth phase - when its conviction becomes a repeated purchase by recommending the product or service to other potential customers.
5. The chain closes with the fifth stage - the economic success of the enterprise must be based on highlighted conditionality.

CONCLUSIONS

The trade relations with the customers are part of external relations of commercial firms, wearing different forms always increasing the importance, as the changes occur in the market mechanisms.

For society, it can be mentioned as significant trade changes: increasing the degree of privatization, trade liberalization, changes in population lifestyle, increasing trade contribution to satisfy different needs of population, industrial buyers, service providers and administrative units.

Changes occurred in trade activity will act on the buyer who will always be involved in designing, manufacturing and marketing of products for consumption.

The framework of dialogue with customers may include: consultation, reflected in the composition of independent advisory organizations or in addition to social-administrative institutions; implementation of periodical meetings with consumers, in an organized way of discussion; organization of panels for consumers in macroeconomic profile or in consumption areas as tools for determining the volume and structure of merchandise demand , the implementation of operations to test new products, using mass media for information and commercial advertising, introduction of modern sales techniques and forms.

Both orientation and good organization of trade-consumers relations still involves the knowledge of consumer behavior, its evolution in time and its influence factors.

So, in approaching the purchase decision, as part of the organization process of trade-consumer relations, it is necessary to boot mainly from the motivation of the purchase act.

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