

Customer Satisfaction (CSAT) in the Digital Age

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Abstract: *Customer satisfaction is directly related with the customer retention. The marketer should understand the needs and expectations of his customers for making an effective marketing strategy. Measurement of customer satisfaction enables the firm to deliver maximum value to the customer. Delivering the values to customers facilitates in the creation of loyal customers. The main thrust area among these challenges is the dissatisfaction of customers. The main reason behind this dissatisfaction is the expectations of modern customers who are tech-savvy guys. The digitalization in the area of business is likely to continue in future which will create more challenges before the marketers. Hence customer satisfaction cannot be ignored in the modern digital age*

Keywords: Customer Satisfaction, Digital Age, Entrepreneurship, Business

I. INTRODUCTION

In the modern scenario, the digitalization is escalating in every area of life including business. The changing lifestyle and consumption pattern of customers due to digital technologies is creating challenges before the entrepreneurs. The main thrust area among these challenges is the dissatisfaction of customers. The main reason behind this dissatisfaction is the expectations of modern customers who are tech-savvy guys.

The digitalization in the area of business is likely to continue in future which will create more challenges before the marketers. Customer is the pivot of any business organisation. Without customers, there is no business. The creation of customer is not a difficult thing but retention of customers is really a great task. Customer satisfaction is directly related with the customer retention. The marketer should understand the needs and expectations of his customers for making an effective marketing strategy. Measurement of customer satisfaction enables the firm to deliver maximum value to the customer. Delivering the values to customers facilitates in the creation of loyal customers. Hence customer satisfaction cannot be ignored in the modern digital age.

PURPOSE

The main objective of this paper is to emphasize the role of customer satisfaction in this modern age of digital environment. Towards this aim the researchers have studied the effect of digital environment on customer satisfaction. The study concludes about how the digitalisation has emerged as the modern way of business in present age.

II. METHODOLOGY

This study has been divided in the three main segments. First segment includes the introductory part and the purpose of the paper. Middle segment includes the scope of the study and perspective of digital age with reference to the customer satisfaction. Ending part of this paper includes the findings from the entire study. This study is a descriptive study.

SCOPE

It is the authors' expectation that this paper will be of interest to many stakeholders including trainees, teachers, students, program designers, skill experts, managers and entrepreneurs. It will provide a basis for an ongoing discussion and debatable actions for ensuring customer satisfaction in the digital age.

III. CUSTOMER SATISFACTION AND DIGITALISATION

Customer satisfaction is the fulfillment of expectations of customers by the marketer. ***This term is also known as 'CSAT' in modern marketing world.*** It is also known as the customer delight, customer loyalty and customer value. It is the measurement of expectation of the customer related to the use of products and services. Customer satisfaction is

very important for the success of business. It is an important function of marketing. If customers are unhappy with the marketer then he cannot achieve success in the business. Customer satisfaction is necessary to retain the customers in the business. It is the measurement of overall impression of the marketer for the customer. High level of satisfaction will help the marketer to attain more success in marketing.

Customer satisfaction leads to loyalty. Unsatisfied customers should be given more attention than others. The unsatisfied customers can be very dangerous for the existence of the business organization. Higher customer satisfaction leads to the higher level of prosperity of the business firm. Following figure displays the relationship of customer satisfaction and firm's prosperity.

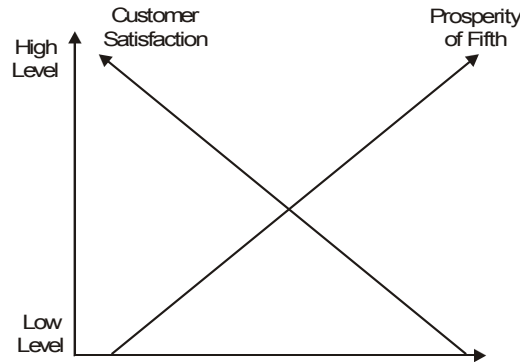


Exhibit 1: Relationship between Customer Satisfaction and Prosperity of Firm

The business organization should identify all those factors which require more attention in the changing scenarios of business environment. For example in the modern age, online marketing is capturing the market at rapid speed. Customers are inclining day by day towards online way of buying and hiring the products. It has become necessary to follow the online way of business these days to retain the old customers as well as to attract new ones in the modern competitive environment.

Mr. Arther D. little has presented a model of high performance business. This model clearly depicts the keys to attain the high performance business. It emphasizes the stakeholders, processes, resources and organization.

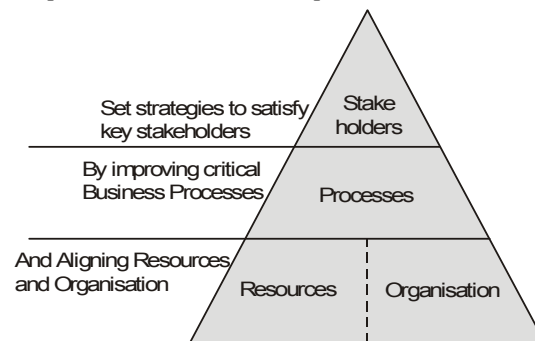


Exhibit 2: Mr. Arther D. Little Model of High Performance Business.

According to this model a marketer has to clearly define its stakeholders and their needs. Stakeholders include customers, employees, distributors and shareholders. Business firm should fulfill the various expectations of its customers so that an optimum level of satisfaction related to the stakeholders can be created. This satisfaction level will lead to the growth of the firm. customers have significant effect on various business activities. Customers play different roles in the business firm. Their involvement in the affairs of business has significant impact on the long terms goals of any firm. The company should be able to fulfill the aspirations of its customers so that success can be achieved as per the objectives.

Another component of this model is processes. The marketer can attain its satisfaction objectives by managing and linking work processes in the efficient manner. The firm should concentrate on new product development, product innovation and product modification by efficient processing.

Due to the digital revolutions, society is being transformed with a drastic shift away from classical way of thinking about market and products. Modern customers are more prone to internet and social media in the modern scenario. In this way, digitalisation has become an obligation in spite of a choice in the modern business environment. Technological changes are changing the expectations of the consumers day by day. Change in the taste of consumers is a big challenge for the manufacturer. In the modern age of globalization, the consumer's needs regarding quality, quantity, packaging, colour and design are changing fast. Modern consumers obtain the maximum information about the product before buying it. He can compare the products of various manufacturers easily on his multimedia mobile. All these things have made a difficult task to fulfill the expectations of consumers. By the way, the consumer is the "King" of modern market.

IV. FINDINGS

The digital age has increased the opportunities for the entrepreneurship in the present scenario. It has created the challenge of customer satisfaction before the marketer due to its dynamic nature. Now the world is learning about the computers, the Internet and social media which are integrated into the modern theory of marketing. This change needs to be compatible with the understanding of marketer and customers which will determine the approach of business world towards customerism. The authors' outcomes from this study emphasizes that the marketer cannot ignore the impact of digitalization on business in the present age and hence he will have to ensure customer satisfaction in inevitably by adopting sensitive and effective measures. Hence the learning and use of digitalization should not be restricted to ensure success in modern business.

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