

# Business Communication – A Key to Improve Customer Satisfaction

**Asima Begum**

M. Com, MBA, Faculty of Commerce (PG)

Sarojini Naidu Vanita Maha Vidyalaya College, Hyderabad, Telangana

**Abstract:** *In the fast growing and changing competitive market, it is inevitable for the business to win the customer trust. But it is possible while maintaining proper business communication. The purpose of this paper is to investigate the critical role of business communication in enhancing customer satisfaction. The literature focused mainly on how business communication relates to customer satisfaction in addition to value creation and relationship of sales. In this paper it also covered the some aspects that can influence on customers satisfaction such as role of communication, maintaining customer relationship and their loyalty towards the organisation. The findings are in order to deliver better goods and services, it is best for the organisation to expand the use of communication models. The organisation should develop its feedback system, incorporate staff training, and run a daily advertisement campaign to attract new customers and warn current customers about upcoming events, according to the recommendations.*

**Keywords:** Business Communication, Principle of Communication, Trust, Customer Satisfaction, Customer Loyalty.

## REFERENCES

- [1]. Abdullah, R. B. 2012. The relationship between store brand and customer loyalty in relating in Malaysia. *Asian Social Science*, Volume 8, Issue 2, pp. 117-185.
- [2]. Allwood, J. (1995). Language, Communication and Social Activity – towards an analysis of the Linguistic Communicative Aspects of Social Activities. Junefelt, K. (ed.) Proceedings of the 14th Scandinavian Conference of Linguistics and the 8th Conference of Nordic and General Linguistics, Gothenburg papers in theoretical linguistics no. 73, Department of Linguistics, Goteborg University, Stockholm.
- [3]. Business Communication, [http://akhssdigitalibrary.weebly.com/uploads/4/2/2/6/4226260/\\_business\\_communication\\_-\\_vikram\\_bisen\\_\\_priya.pdf](http://akhssdigitalibrary.weebly.com/uploads/4/2/2/6/4226260/_business_communication_-_vikram_bisen__priya.pdf)
- [4]. Business communication in function of improving the organizational culture of the company
- [5]. <https://utmsjoe.mk/files/Vol.%206%20No.%20/UTMSJOE-2015-0602-008-Gramatnikovski-Stoilkovska-Serafimovic.pdf>
- [6]. Bitner, M.J. (1992). Servicescapes: The Impact of Physical Surroundings on Customers and Employees. *Journal of Marketing*, 56 (April), 57-71.
- [7]. Dabholkar, P., Thorpe, & Rentz.(1996). A Contingency Framework for Predicting Causality Between Customer Satisfaction and Service Quality. *Advances in Consumer Research*, 24 (winter), 3-16.
- [8]. Deep, J. 2017. Factor affecting customer behavior. Available: <http://www.yourarticlelibrary.com/marketing/consumer-behavior/factors-affecting-consumer-behaviour-with-diagram/48599>. Accessed 6 May 2017.
- [9]. Gronroos, C. (1982). *Strategic Management and Marketing in the Service Sector*. Helsingfors: Swedish School of Economics and Racine.
- [10]. Gronroos, C. (1984). *Strategic Management and Marketing in the Services Sector*. Helsingfors: Swedish School of Economics and Business Administration.
- [11]. Heskett, J.L., Jones, T.O., Loveman, G.W., Sasser, W.E. & Schelsinger, L.A. 2011. Putting the service-profit

- chain to work. Harvard Business Review.
- [12]. Importance of Quality Service, <http://fsu.digital.flvc.org/islandora/object/fsu:181731/datastream/PDF/view>
  - [13]. Kotler, P. 1996. Marketing Management; Analysis, planning, implementation, and control, 6th edition, New Jersey; Prentice– Hall.
  - [14]. Kurtz and Boone, “Principles of Contemporary Marketing”, (2020) pp.81-84
  - [15]. Micheal bennie, “A guide to Business Communication”, (2005) pp.14-16
  - [16]. Parasuraman, A., Valerie A. Zeithaml, and Leonard L. Berry (1985).A Conceptual Model of Service Quality and Its Implications for Future Research.Journal of Marketing, 49 (Fall), 41-50.
  - [17]. Peter Hartley and Clive G. Bruckmann, “Business Communication”, (2002) pp.3-4
  - [18]. Rajan Saxena, “Marketing Management”, (2020) pp. 62-65
  - [19]. Reichheld,F.F.&Schefter,P.2000.ELOYalty:Yoursecretweapononthe web. Harvard Business Review, Volume 78,Issue4, pp 105-113.
  - [20]. Tao,F.2014.CustomerRelationshipmanagementbasedonIncreasingCustomerSatisfaction.InternationalJournalof Businessand SocialScience, Volume.5, Issue. 5,pp. 256-263.