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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Customer Satisfaction

By Christopher

Customer Satisfaction by Christopher

When people buy a product or service, what they are buying are the benefits, value and satisfaction afforded by ownership or consumption.

Customer and consumer satisfaction is based on the extent to which their expectations are satisfied through the benefit and value accruing as the result of ownership or consumption.

Part of this also concerns ever-increasing expectations: people now expect ever-greater levels of customer service; no quibble money back guarantees; prompt attention to complaints etc. For larger and more considered purchases e.g. cars, computers – people expect enduring and prompt after-sales service, maintenance and repairs when necessary.

Once customer expectations have been raised, it's very difficult to reduce them. Customers will expect the problem to be solved, so something has to be conceded in return e.g. a reduction in price, or other form of free extras.

Expert marketers also now understand that it is much easier to keep a customer than to gain one. Yet even these days large companies (reported on media television programmes) still make the same basic mistakes with service.

Is there hope at all?

Christopher owns an ad company

Monitoring Customer Satisfaction on the Web

By Daryl Clark

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Customer Satisfaction

If you have an e-commerce site, you need to know if your customers are satisfied. Unlike a brick and mortar business, it is very hard to monitor customer satisfaction on the web. If your business is Internet only or if it is a brick and mortar business, customer satisfaction has to be a priority or else your business will fail!

If you don't physically see the customer, how can you tell if they are satisfied? One of the best methods I have found, is to use the free services of (Bizrate.com*) <http://www.bizrate.com>

After you have filled out their on-line application and your web site is approved, Bizrate.com sends you some simple HTML to paste into your receipt page. This HTML offers customers a chance to win a prize if they fill out a short survey about their shopping experience. Customers will rate your company and your web site using a 1-10 scale on the following parameters of satisfaction:

- * Overall Rating
- * Ease of Ordering
- * Product Selection
- * Product Information
- * Price
- * Web site Performance
- * On time Delivery
- * Product Representation
- * Customer Support
- * Order Tracking
- * Shipping & Handling

Having this type of feedback is essential to continuously improving your operations. Bizrate provides you the feedback weekly in the form of a customer approved survey link that is posted on your web site.

To view a real Customer certified report, visit the survey results of our customers from our other Internet business at this URL:

http://www.bizrate.com/ratings_guide/report.xpml?mid=19250

With this information your new customers, current customers and you know how your customers feel about your company, services and products. You can make the necessary corrections to your operations, by monitoring

your weekly results and reviewing real customer feedback.

In summary: It is hard to tell who to do business with on the Internet

Customer Satisfaction

these days. You can put your customers at ease by letting them know you care about their satisfaction. There isn't a better way to reduce customer apprehension and assure customers of your legitimacy, than to have "Customer Certified Ratings" posted on your web site. Do not work in the dark, let your customers light your way by allowing them to tell everyone why they should do business with you.

Daryl Clark is President and CEO of EMarketingMan.com. His goal is to provide you with high quality information, management and internet consulting services. You can read his other articles at <http://www.emarketingman.com/articlespolicy.htm>. E-mail to: emarketingman-subscribe@topica.com



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