

Customer is King!!!

(The new age marketing mantra)



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Introduction:

The jet age and the resulting euphoria in the market have given the ultimate weapon in the hands of the marketers. They now possess many options with them to persuade the customers to buy their products and services. But also because all of these advance, the customer is no more brands loyal. The more the options they have in the market place, the less they are brand loyalist. And because of all of these, the focus of every company competing in the market place has gradually shifted from customer satisfaction to customer delight. i.e. they are now busy in finding new and innovative way to satisfy the customers so that they will stick to the company.

Meaning of the mantra “Customer is the king” !!!

This means while planning the product or service, designing the same, and in producing, marketing, distributing and selling we should possess one central focus at the core of all decision making, “THE CUSTOMER”.

The relationship bond that binds the Customers with the Company:

Products or services of any brand do not sell for themselves or don't give guarantee of selling automatically. Because the production era is over, marketing era is over, the sales era is over and now it is the time for societal marketing era, therefore the customer's are searching for products and services that best suits their needs and also give them a better value. (i.e. it gives maximum benefits by spending less on value). They are now expecting to be treated as Kings, to receive all the processes related to any product or services of the highest standards and superior quality.

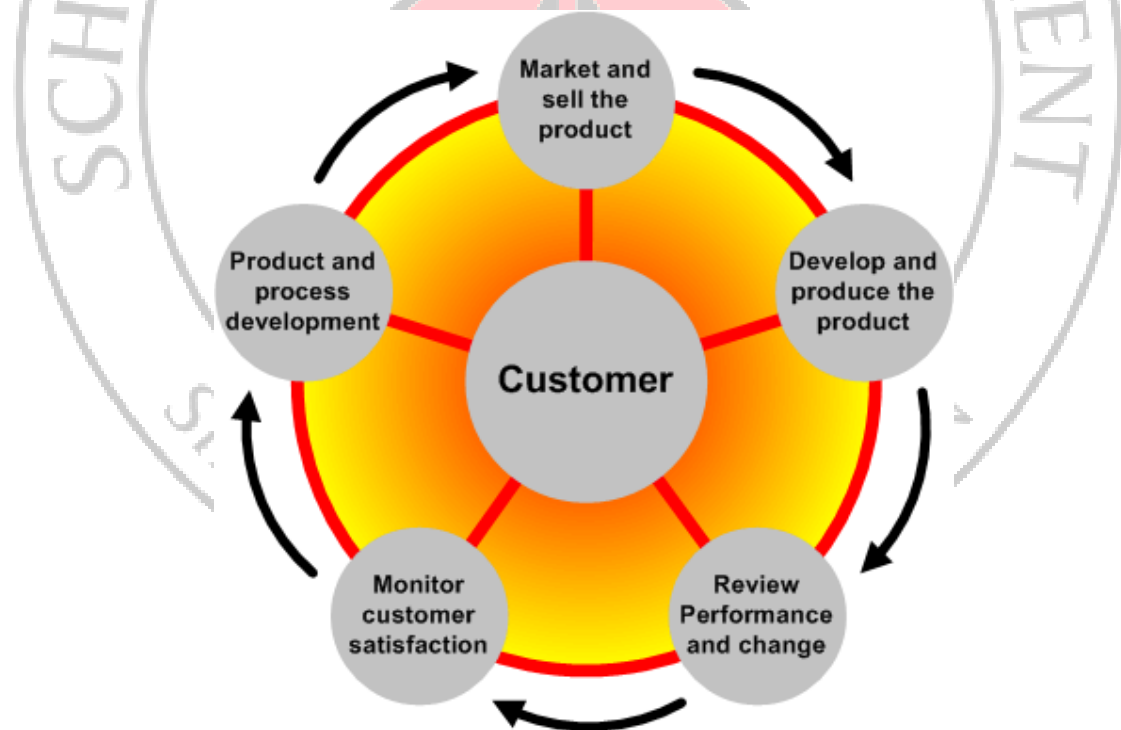
Strategies to build Superior Customer Value delivery Process:

1. **Highly motivated and trained employee can deliver the vital punch:** The motivated employees can create a series of delighted customers. If you behave properly with the employees, they in turn will behave in the same passion with the ultimate customer. A dedicated and loyal workforce will reflect, in a positive way, the company and its value, keeping up the brand name. They will work towards taking the company in to great heights. A motivated and trained workforce will feel an additional obligation to serve the customers better. Therefore the company needs to develop a customer's centric recruitment and selection process, customer's centric training process and a customer's centric value culture to get the best value and benefit to the customers. Every individual associated with the company, should be in a framework to completely understand, visualize and relate to the culture and mission statement of the organization, and the direction towards which they are headed. This in turn will mean or call for providing customers with quality service.
2. **Establishment of a healthy organization:** We need to develop customer centric policies, and processes and procedures to produce results and which will in turn add up to the bottom line of the company. We need to gather, read, understand and utilize market information in order to manage the people with information rather than going for information to them.
3. **Scan the Environment in a pro-active way:** We need to verify both the internal environment (By doing SWOT analysis) and external environment (By doing PESTEL analysis) and needs to aware of the happening at the market place in a pro-active way, so that we can capture any opportunities that are arising before anybody else taking the advantages.
4. **Clear Communication:** We need to establish clear channels for communications from top to bottom and bottom to top hierarchy. This is very important as we need to listen to lower order staffs instead of always giving them orders and expecting them to follow them without a question, because as managers we are not going to the customers to persuade them to buy our products or services but the lower level employees are. Therefore we have to listen to them as they are the person working at the grass root level.

5. Don't overpromise and fulfill what is promised: Don't do over selling and over promising. Just provide the accurate information to the customers and try harder and harder to fulfill it to the last word said in the ads.
6. Interactive Methodologies: We need to do develop special techniques to interact with the customers more frequently and more effectively. We need to provide them a stage to interact with the company people in order to develop a long-term and healthy company-customer relationship.
7. Develop of Skills : Apart from the job skill-sets, the soft skill parameters like empathy, listening, understanding, caring, patience, honesty, integrity, communication, respect for people, innovation, sense of urgency, result focus, leadership, team work and customer focus is a part and parcel of any job role in today's given scenario. Because we are catering to different sets of customers therefore we need to understand their psyche and needs. They should well understand as in why somebody will buy our products. The employees should be well motivated to serve the customers without any kind of force.

Conclusion:

Finally we need to understand that, the Customer always looks for those brands which create most value for them. Therefore in this fast changing market, the focus of the marketers should be on the ultimate value that is being provided to the customers, also how it is changing continuously and through that only, we can create new ways to plan, produce, market, distribute and sale various products and services in order to transfer the power from the producer to the Customers. Finally we can show the whole process of Customer oriented marketing by following diagram.



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