

Customer and Customer Service: Priority of any Business for Sustainability in the Market

Geetanjali

Lecturer in Management Department, Dezyne E'cole College, Ajmer, Rajasthan, India

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ABSTRACT: Today's business survival mantra is accentuating the importance of customers and would be customers. With the current evolution of market customers and customer service are on the top priority for any type of business because now a days customer become more knowledgeable and aware about the market and the products or services which is offered to them. This study is to explore about the customer importance and how customer service help in retaining the existing customer as well attracting the new one. Section 1 contains the introduction about how customer and customer service is important in present market for business survival or sustainability in market, in the Section 2 we discuss what led the customer to be on priority for any business, Section 3 and 4 we taking into account about the customer need and customer need analysis, Section 5 and 6 contain some reasons about the importance of customer service and how to transform your okay customer service into great customer service, Section 7 contains discussion & finding related to the research topic. We conclude the paper in Section 8 along with the references in Section 9.

Keywords: Customer; Customer Need; Customer Analysis; Customer Representative; Customer Service

I. INTRODUCTION

Today's marketing world where customer is the reason for any business survival, it's really very critical to satisfy customers needs by finding the excellent product and services for them. Customers today want the very most and the best for the every cent which is spent by them, and on the outstanding conditions. Although there is lot of companies which uses customer service as a tool to rectify the customer complaints, they overlook the items which are essential to make customers happy. In present time, for any sort of business customer and customer service is usually get on the priority.

No one want to lose, that's why a win-win situation is so important. Studies have shown that if companies want to earn than they have to keep their

customer happy which give positive results to company. Customer service team is one way through which company directly communicates to their customers and by providing the effective customer service company keep their customer satisfy and happy. In any business, it's fairly often when the customer gets cranky and comes back frowning. Turning that cranky customer into your favorite cheerleader isn't an enormous deal. Making small changes to service style can make large differences to your customers. So we will say that customer service is significant to remain your customer happy which help in retaining them for an extended period of time and it attracts the new customer too.

II. WHAT LED CUSTOMER TO BE ON PRIORITY FOR ANY BUSINESS?

There is no disbelief that today's consumers are at a way better position than that of past as consumers with more safety, security and choices towards product because the products are manufactured as per their wants, needs desires and convenience. Lately the markets are transformed from "sellers market" to "buyers market" where the selection exercised by the customer are getting to be influenced by the extent of consumer awareness achieved. When it involves customer preferences, it's not a matter of right, wrong or what might ultimately be acceptable. It's simply a matter of what the customer wants to shop for.

Meeting a number of a customer's demands could also be expensive. But then, consumers are the one who is paying for the merchandise. Today the firms don't leave any stone unturned to draw in the buyer and gain a big market share. The businesses have started differentiating their own products with the consumers' eyes. They promise of the worth to be delivered and believe customer value proposition.

III. WHAT ARE CUSTOMER NEEDS?

A customer need may be a motive that prompts a customer to shop for a product or service. Ultimately, the necessity is that the driver of the customer's purchase decision. Most common types of customer needs are :

- 1. Functionality :** Customers need your product or service to function the way they have so as to unravel their problem or desire.
- 2. Price :** Customers have unique budgets with which they will purchase a product or service.
- 3. Convenience :** Your product or service must be a convenient solution to the function your customers try to satisfy.

4. Experience : The experience using your product or service must be easy or a minimum of clear, so as to not create more work for your customers.

5. Design : Along the lines of experience, the merchandise or service needs a slick design to form it relatively easy and intuitive to use.

6. Reliability : The merchandise or service must reliably function as advertised whenever the customer wants to use it.

7. Performance : The merchandise or service must perform correctly therefore the customer are able to complete their goals.



8. Efficiency : The merchandise or service must be efficient for the customer by streamlining an otherwise time-consuming process.

9. Compatibility : The merchandise or service must be compatible with other products your customer is already using.

10. Empathy : When your customers get in-tuned with customer service, they need empathy and understanding from the people assisting them.

11. Fairness : Customers expect fairness from a companies, from pricing to terms of service to contract length.

12. Transparency : Customers expect transparency from a company in which they are doing business. Service outages, pricing changes, and things breaking happen, and customers deserve openness from the companies because customers are the one who are going to purchase company product and services and pay money for it.

13. Control : Customers need to feel like they are in control of the business interaction from start to finish and beyond, and customer empowerment should not end with the sale. Make it easy for them to return products, change subscriptions, adjust terms, etc.

14. Options : Customers need options when they are looking to purchase from a corporation. Offer a spread of product, subscription, and payment options to supply that freedom of choice.

15. Information : Customers need information, from the instant they begin interacting together with your brand to days and months after making a sale. Business should invest in educational blog content, instructional knowledge domain content, and regular communication so customers have the knowledge they have to successfully use a product or service.

16. Accessibility : Customers got to be ready to access your service and support teams. This means companies have to provide multiple channels for customer service.

VI. WHAT IS A CUSTOMER NEEDS ANALYSIS?

A customer needs analysis is mostly used in product development, modification and branding to provide an in-depth analysis of the customer to

ensure that the product or message offers the benefits, attributes, and features needed to supply the customer with value.

To conduct a customer needs analysis successfully, you would like to try the following:

I. Customer Needs Analysis Survey

The customer needs analysis is mostly conducted by running surveys that help companies determine their position in their respective competitive markets how they compile in terms of meeting their target customer's needs and to supply products according their needs and wants.

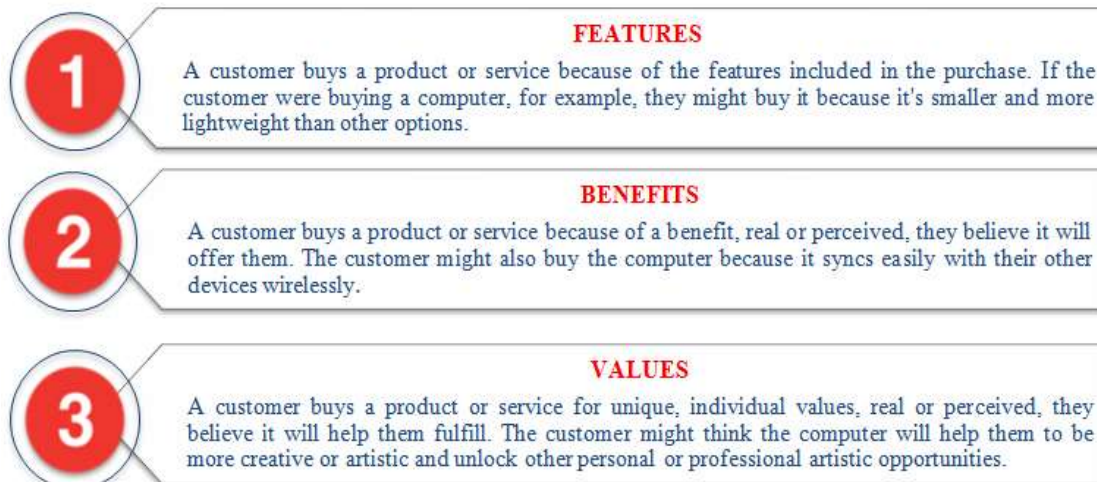
The survey should primarily ask questions on your brand and competitors, also as customer's product awareness and brand attitudes generally.

Questions can include:

1. Questions about positive and negative word associations together with your brand.
2. Questions asking customers to group your brand in with similar and competing brands.
3. Questions comparing and sorting brands consistent with their preferences for usage.

Once you conducted the customer needs analysis survey, you'll use the answers to urge a fuller picture of the explanations and reasons why your customers purchase from you, and what makes your product or service stand aside from your competitors.

A means-end analysis analyzes those answers to work out the first reasons why a customer would buy your product. Those buyer reasons are often divided into three main groups:



As you would possibly imagine, these reasons for purchasing something can vary from customer to customer, so it is vital to conduct these customer surveys, collect the answers, and group them into these three categories. From there, you can identify which of those motivating factors you are solving for and which you can improve on to make your product or service even more competitive in the market.

II. Communication channel to respond customer needs

The communication channel uses to respond to customer needs plays a major role in their ability to resolve problems. Some customer needs are time-sensitive and require immediate interaction so according to customer needs communication channel is used by the business to respond their customers and provide them customer service.

1. Email

Email is one of the most fundamental forms of communication channel to reply. It allows customers to completely describe their problems and automatically records the conversation into a clever thread. Customers only got to explain their issue once, while representatives can reference important case details without having to request additional information.

Email is best used with customer needs that do not have to be resolved directly. Customers can ask their question, once service representative has found an answer and then return to the case and give relevant or useful answer to their customers. Unlike phones or chat, they don't have to wait idly while a representative finds them an answer.

One limitation of email is that the potential lack of clarity. Some customers have trouble describing their problem, and a few service representatives struggle to elucidate solutions. This creates time-consuming roadblocks when the problem is overly complex. To be safe, use email for straightforward problems that need a fast explanation or solution.



2. Phone

When customers have problems that require to be answered immediately, phones are the one simple medium to use. Phones connect customers directly to the representatives and make a person's interaction between the customer and therefore the business. Both parties hear each other's tone and should gauge the severity of things. This human element could also be a serious believes creating delightful customer experiences.

Phones are available handy most when there is a frustrated or angry customer. These customers are most likely to churn and require your business representatives to provide a personalized

solution at that time your business representatives can use soft communication skills to appease the customer and prevent costly escalations. These responses appear more genuine over phones because representatives have less time to formulate a solution.

The most common flaw with phone support is that the wait time. Customers hate being placed on hold, and it is a determining factor for customer churn. In fact, quite a 1/3rd of your customers won't return to your business if they hang up while on hold. This is why your phone channel should be reserved for problems that need immediate, hands-on support.



3. Chat

Chat is one among the foremost flexible customer service channels. It can solve a high volume of straightforward problems or provide detailed support for complex ones. Businesses continue to adopt chat because of its versatility as well as it improves the efficiency of customer service representatives.

When it involves solving customer needs, chats are often wont to solve almost any problem. Simple and customary questions are often answered with chatbots that automate the customer service process. For more advanced roadblocks,

representatives can integrate customer service tools into their chat software to help them diagnose and resolve problems.

The limitations of chat are almost like those of email. However, since the interaction is live, any lack of clarity between the 2 parties can drastically impact troubleshooting. As a former chat representative, there were plenty of times where I struggled to get on the same page as my customer. Even though we resolved the difficulty, that miscommunication negatively impacted the customer's experience.



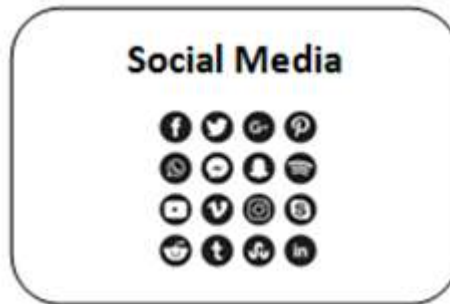
4. Social Media

Social media may be a relatively new customer service channel. While it has been around for over a decade, businesses are now starting to adopt it as a viable service option. That's because social media lets customers immediately report a problem and since that report is public, customer service teams are more motivated to resolve the customer's issues and help their customers in effective manner.

Social media is a superb channel for mass communication, which is especially useful during a business crisis. When a crisis occurs, your customers' product and repair needs become the first concern of your organization. Social media is

an efficient tool for communicating together with your customers in bulk. With a social media crisis management plan, your team can still fulfill customer needs during critical situations.

Social media is different than other sorts of customer service because it empowers the customer. Customers tend to possess more urgent needs and expect instant responses from your accounts. While this type of service presents an enormous opportunity, it also places tremendous pressure on your business representatives to fulfill customer demand. Be sure your team is provided with proper social media management tools before you offer routine support.



5. In Person

As the oldest kind of customer service, you're probably conversant in working face to face with customers. Brands who have brick-and-mortar stores must offer this service for patrons living near their locations. This is convenient for customers to purchase as per their needs and return a product without having to ship it back to the corporate through a internet service.

This customer service is best for businesses with strong service personnel. Without

dedicated employees, your customer service team won't be ready to fulfill your customer's product or service needs. Successful teams have representatives who are determined to provide above and beyond customer service.

There is no "best" type of customer service. When used together, each medium compliments the opposite and optimizes your overall performance. This creates an omni-channel experience for your customers which can keep them returning for more.



III. How To Solve For The Customer Needs

What stops customers from meeting their needs together with your services or products? The first step to solve a problem is to put yourself in your customer's place : If you were the customer when we purchase your goods, use your technology, or check in for your services, what would prevent you from achieving ultimate value?

1. Offer consistent company wide-messaging
2. Provide instructions for easy adoption
3. Ask customers for feedback
4. Nurture customer relationships
5. Solve for the right customer needs

This list includes common customer pain points and proactive steps to develop customer values first.

1. Offer consistent company-wide messaging

Too often customers, get trapped within the "he said, she said" game of being told a product can do one thing from sales and another from support and merchandise . Ultimately, customers

become confused and are left with the perception that the corporate is disorganized.

Consistent internal communications across all departments is one of the outstanding steps towards a customer-focused mindset. If the whole company understands its goals, values, product, and repair capabilities, then the messages will easily translate to satisfy the customer need.

To get everyone on an equivalent page, companies have to organize sales and customer service meetings, send new product emails, provide robust new employee onboarding, require quarterly trainings and seminars, or staff host webinars to share important projects.

2. Provide instructions for easy adoption

Customers purchase a product because they believe it'll meet their needs and solve their problem. However, adoption setup stages are not always clear to everyone. If best practices aren't specified at the start and they don't see value right

away, it's an uphill battle to gain back their trust and undo bad habits. A well-thought and clear post-purchase strategy will enable your products or services to be usable and useful.

One way companies gain their customers attention is providing in-product and email walkthroughs and directions as soon because the customer receives a payment confirmation. This limits the so many confusion, technical questions, and distractions from the immediate post-purchase euphoria.

A customer education guide or knowledge domain is important to deliver proper customer adoption and avoid the 'floundering effect' when customers are stuck. So many companies provide new customer onboarding services, host live demos and webinars and include event and promotions in their email signatures.

3. Ask customers for feedback

Lean into customer complaints and suggestions and it'll change the way you employ your business. Criticism often times has negative connotations, however, if you flip problems to opportunities you'll easily improve your business to suit the customer's needs.

Take customer suggestions seriously and act on those recommendations to reinforce design, product and system glitches. Most customer support success metrics is paramount to the customer experience and this mentality should trickle right down to every aspect of the company. To keep track of this feedback, many companies track and gain their feedback through customer satisfaction scores, customer surveys, exploration customer interviews, social media polls, or just a private email can grab helpful candid customer feedback.

4. Nurture customer relationships

When a customer buys a product or service, they need to use it directly and fulfill their immediate need. Whether they are delighted within the primary hour, week, or a month, it is vital to constantly believe their future needs.

Proactive relationship-building is significant to limit customers from losing their post-purchase enthusiasm and finally churning. If customers stop hearing from you and you do not hear from them this will be a nasty sign that their lifespan is in peril .

Companies solve for customer relationships with a mixture of customer service structure and communication strategies. Solve for the long-standing customer requirement and make a customer service team devoted to check-ins and customer retention, show gratitude with rewards and gifts to loyal customers, host local events, highlight employees that go above and beyond and communicate product updates and new features .

5. Solve for the right customer wants

Excluding customers from your cohort of business can seem counter intuitive to unravel for your customers needs. However, understanding whose needs you'll fulfill and whose you can't may be a most important step toward solving the problems. All customer's needs cannot be treated equally and a corporation must recognize which problems they will solve and ones that are not aligned with their vision.

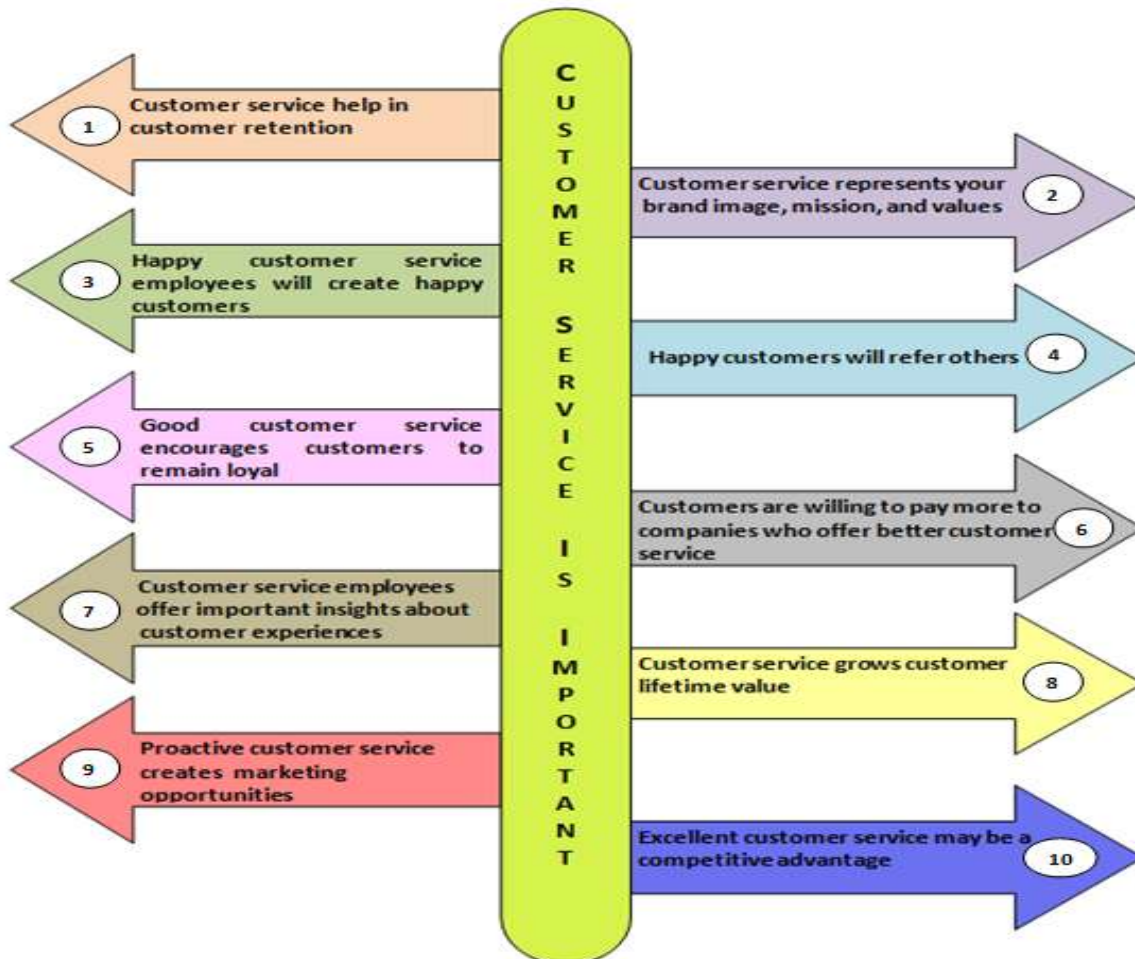
To find the proper customer priorities, create buyer personas and uncover consumer trends, check out customer's long-term retention patterns, establish a transparent company vision, provide premier customer service to valuable customers and communicate together with your ideal customer in their preferred social media space to capture questions, comments and suggestions.

V. UNDENIABLE REASONS CUSTOMER SERVICE IS IMPORTANT TO YOUR BUSINESS

Investing in customer service helps in making your flywheel active because loyal customers will help you in acquiring new customers, free of charge, by convincing prospects to interact with your brand. And, their positive testimonials will be more successful than any of your present marketing attempt and cheaper too. Aside from that, below are a few more reasons why customer service is important to your business.

1. Customer service help in customer retention:

An increase in customer retention of merely 5% can equate to an increase in profit of 25%. This is because repeat customers are more likely to spend more with your brand 67% more, to be exact, which then results in your business having to spend less on operating costs.



2. Customer service represents your brand image, mission, and values : Firstly, you will have a thought of what your brand represents. However, your customers can not get into your head. They will build assumptions based on your social media occurrence, advertisements, content, and other external marketing.

Your customer service team, is important because they are directly connected to your customers. Thus, that customer service team has the responsibility of representing your brand to your customer in a effective way.

Without your customer service team, you are not able to communicate with your customers directly. Due to this, your customer service team is important in relaying to customers what you want your brand image to be. They can help to influence customers and convince them of your strengths over competitors.

3. Happy customer service employees will create happy customers : No employee is going to enjoy coming into work if they feel under-appreciated

compared to other employees. The similar goes for your customer service team. After all, the employees who are happy with their jobs are willing to work extremely hard for their business's customers. So, if you want your employees to do their best work, they should feel respected and appreciated. Only then will they find intrinsic motivation for doing an honest job and serving their customers in the proper way, which can cause your customers also feeling more respected and appreciated.

4. Happy customers will refer others : When your customers are happier, they're more likely to spread the goodness to friends, family, and coworkers. It's a chain reaction. If your company have a happier customer's service team and representatives than they will work harder to satisfy each customer and exceed the expectations of your customers. Then, those customers are going to be extremely proud of your brand and refer others too. One of the best and cheapest form of advertising is word-of-mouth which is done by the your

customers, as long as you give them a reason to do so.

5. Good customer service encourages customers to remain loyal : If your customer experience is positive with your brand then there is no reason for them to look somewhere else. As said before, it is very much cheaper to retain old customer as compared to acquire a new one. In this sense, the upper a customer's lifetime value the entire revenue a corporation can expect one customer to get over the course of their relationship thereupon company the higher the profit for your company.

In comparison to hundreds of competitors with similar type of products and services, your company has to do more than relish in the exciting features of your products. By providing stellar customer service, you'll differentiate your company to customers. Loyalty is rooted in faith and customers faith more in real-life humans more than the ideas and values of a brand. So, by interacting with your customer service team, those customers can build, hopefully, life-long relationships with your business.

6. Customers are willing to pay more to companies who offer better customer service : Customers are mostly influenced by even one experience and one positive experience might be the deciding factor for your customer to stay with your brand, whereas one negative one could send them running to a competitor.

Around 50% of customers increase their purchasing with a brand after having a positive customer service experience. In fact, to get a better customer service experience approximately 86% of customers would pay up to 25% extra. Clearly, customer service matters such a lot to customers that they might literally pay more to interact with a brand that does it well.

These are statistics that can't be ignored. In present period, where companies are learning to prioritize customer service, any company that doesn't do so will crash and burn.

7. Customer service employee's offers important insights about customer experiences : It doesn't matter how you perceive your brand. All matter is how your customer perceives it.

For instance, if you're employed for an sportswear company, you would possibly associate your brand with fitness, health and wellness, and other people who play sports. However, your customers may purchase from you because they associate your brand with leisure, comfort, and

attractiveness. So, you need to align your marketing with those values also.

Your customer service team can answer tons of those probing questions for you. Instead of having to spend time and money on constantly surveying customers, you'll have your customer service employees simply ask these questions while interacting with customers. Their response can offer you tons of insights into improving your products, marketing, goals, and employee training. Without a solid customer service team, your brand may fall behind on shifting customer trends.

8. Customer service grows customer lifetime value : If you're running a business, customer lifetime value (CLV) could also be a reasonably important metric. It represents the whole revenue you'll expect from one customer account. Growing this value means your customers are shopping more frequently and/or spending extra cash at your business. Investing in your customer service offer may be a superb because of improve customer lifetime value. If customers have an excellent experience together with your service and support teams, they'll be more likely to buy again at your stores. Or, at the very least, they'll share their positive experience with others, which builds rapport together with your customer base. This makes new customers more trustworthy of your business and allows you to upsell and cross-sell additional products with less friction. New users will trust that your sales team is recommending products that really fit their needs which can create a smoother buying experience for both the customer and your employees.

9. Proactive customer service creates marketing opportunities : If you are looking for an economical thanks to invest in your business, you ought to consider adopting proactive customer service. Instead of expecting customers to report issues, this approach reaches bent them before they even know they exist. That way, customers know you're constantly working to get rid of roadblocks from their user experience.

But, proactive customer service is not just used for customer delight. It is also an efficient marketing tool for introducing and promoting new products and services.

10. Excellent customer service may be a competitive advantage : No matter what industry you're in, you would like your business to face out. After all, nobody likes to be "second-best" at any point. You want to be better than every other company you are competing with and you want

your customers to know it, too. That's the key to keep your customers loyal and getting your customer to continuously interact with your brand. Customer service can be an excellent differentiator for your company and if you provide excellent customer service, you'll not only retain your customers, but you'll acquire your competitors' as well.

VI. HOW TO TRANSFORM YOUR OKAY CUSTOMER SERVICE TO GREAT CUSTOMER SERVICE?

Here are some tips to transform your okay customer service to great customer service

1. Ask, listen and communicate : Always provide customer what is expected. Have proper communication which keeps customer calm. It is very important to listen carefully the needs of your customer. In short you can say that a good seller is the one who is a good listener. By taking note of customers you'll best determine exactly what they're trying to find and help them determine the outstanding product for his or her needs.

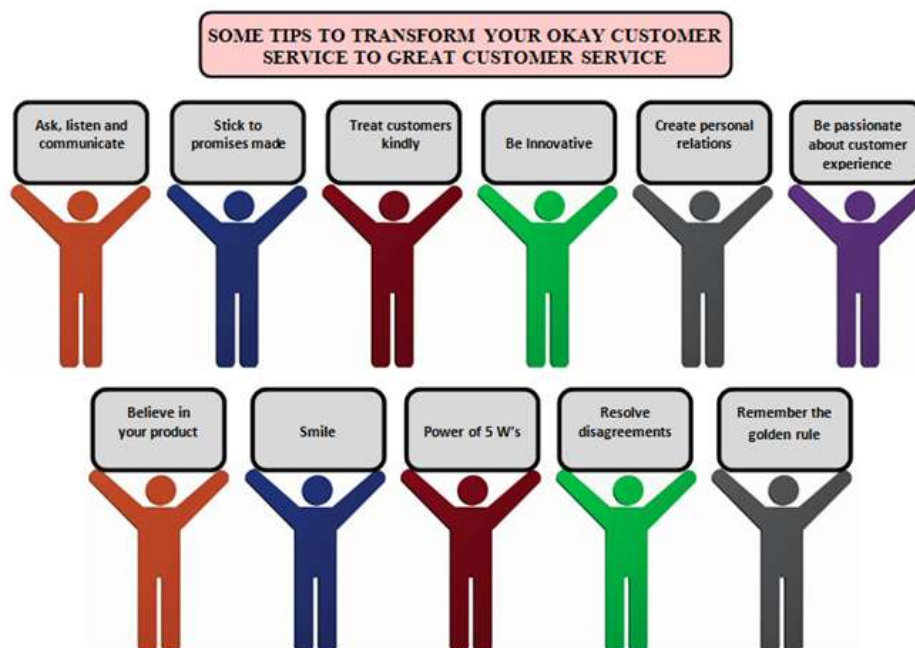
2. Stick to promises made : It is always important to play the sales game without misleading the customer about products, pricing, delivery etc. Stick to promises you made to customer. Reliability is a crucial a part of any good relationship. Broken trust definitely hurts business

during an excellent distance. This rule applies to all or any aspects of your business including appointments, deadlines, etc. Also as a seller, it's equally important that a customer interested in us service before he or she buys a product.

3. Treat customers kindly : It is the human tendency to get pampered which is applicable on customers too. Always give customer something more than expected. They want to desire valued customers whose time and opinion matter.

4. Be Innovative : Customer is one who always want more and keep looking for new things in the market. A little bit of innovation definitely helps the business to attract new customer. It also helps in retaining the existing customers which is absolutely significant to any business in the competitive market.

5. Create personal relations : Studies have shown that a well planned public relations campaign is often far more effective than advertising. Public relations help company to build goodwill among customers and community. It creates good perceptions regarding your company and services and alleviates the brand popularity. There are many other ways like appreciating the alliance, loyalty programs or reward points which enhance the arrogance of consumers .



6. Be passionate about customer experience : It is very important for a company to identify and

examine your customers experiences. Customers experiences may be positive or negative. As

business owners should be focus to provide a good customer service to our customers for their happiness and create positive customer experience.

7. Believe in your product : Selling is only a transfer of belief. It's simply helping others to believe on your product or service in the same way you believe about a product or service. Also it's always easy to urge people in something during which you think too. Hence it's vital for a company to believe his product before convincing buyers to shop for that same product.

8. Smile : Who else can understand the power of smile more than a sales person. Smile speaks that you simply are positive about the interaction with the customer. It helps you to gain the confidence of the customer and gives an ease of access to customer.

9. Power of 5 W's : Customers don't expect you to be perfect. They do expect you to repair things once they fail . To understand the problem of the customer is very important for the company's. It is one among the foremost influential ways to calm a furious customer is to point out you actually do comprehend their dilemma. To ensure the clarity of the issues , you would like to ask questions which explain power of 5 W's which are: Who? What? Where? When? Why? The Ws help us to unravel the matter efficiently and quickly.

10. Resolve disagreements : Customer complaints are the tests which teach us to find out hard and fast. There are five A's ; Use Acknowledge, Apologize, Accept Responsibility, Adjust the answer and Assure the customer that problem are going to be solved. These 5 A's are definitely a best approach to solve any of the dispute with customer without having any further pending grudges.

11. Remember the golden rule : Put yourself in the position of the customer, and treat them as you would like to be treated as a customer by the business owners. Would you be wishing to suffer as

a customer? Definitely not. But there are times when customer can have unreasonable demands or tries to take advantage of the services given where business owner should identify the proper customer.

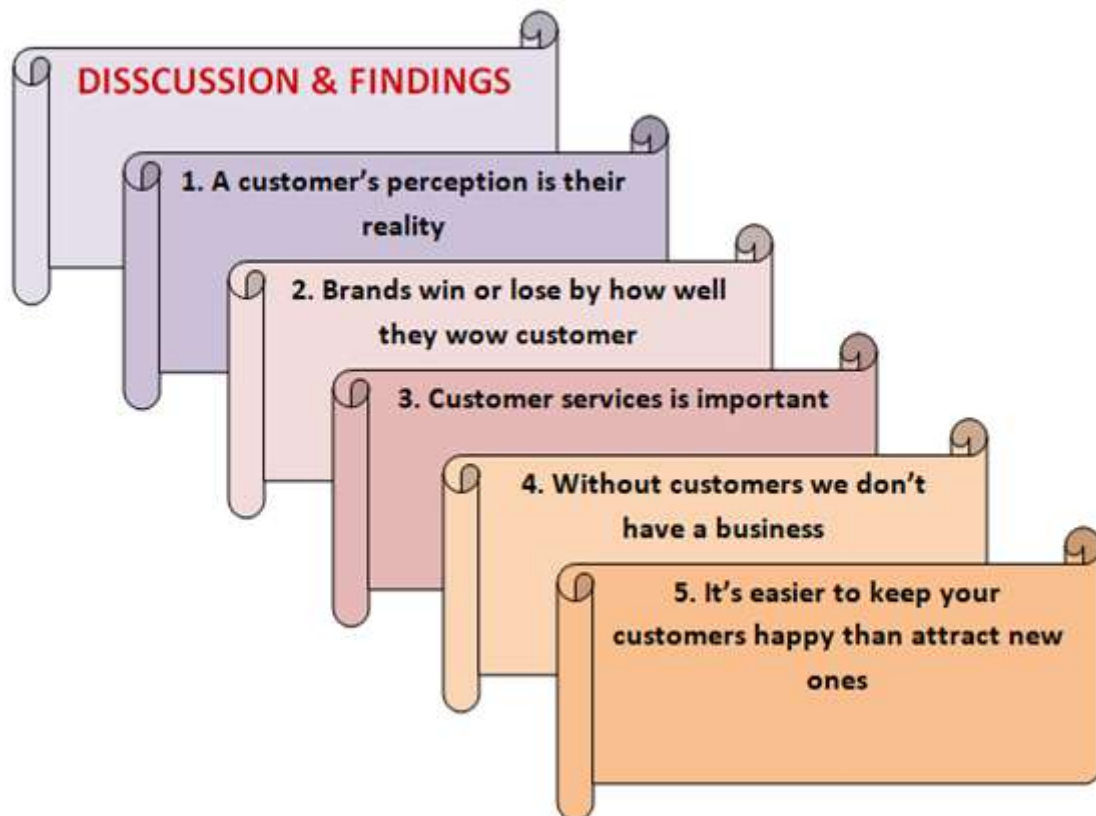
VII. DISSCUSSION & FINDINGS

1. A customer's perception is their reality : The primary one is "The customer is usually right" school of thinking. In fact they're not, sometimes they get things very wrong. No matter this though, customers are generally key to your business success and you're liable for their perception of your business and services and in fact – their perception is their reality.

2. Brands win or lose by how well they wow customer : You have identified your customer, then put yourself in their place and make sure that whatever you are doing is correctly "customer focused". The right way to get this is to start out with some Customer Segmentation. You ought to understand the various sorts of customers you affect and tailor your approach to them. You will start WOW your customer, once you understand them. So if you ever find you or any of your team thinking or saying "That's not how we do it" then likelihood is that you're not always putting the customer first.

3. Customer services is important : It's important for businesses to supply good customer services which help in retain their existing customers and this makes new customers more trustworthy of your company and allows you to sell different product and service and persuade a customer to purchase additional products with less friction.

4. Without customers we don't have a business : This is very clear that every business has a customer without customer there is no business and I don't know of any businesses that don't have a customer of some sort and in some form. Customer is one which is very much important and play vital role for any business and the success of any business depends on customer.



5. It's easier to keep your customers happy than attract new ones : You know this one right! such a lot money is spent or should I say wasted on trying to draw in new customers to a business when all you actually needed to try to stay the prevailing (or your now ex) customers happy. This works well in two ways, First way, you have to stop the customer churn and reduce the necessity to accumulate more. The second way, give an excellent customer experience to your customers than they will work positively for you though word of mouth and referrals.

VIII. CONCLUSION

In the past time, company and producer focus on the sale to earn profit but with the change in the marketing trend customer and customer service become the priority of any kind of business. An intelligent business owner identifies their customer needs and requirements and made most of the products are by keeping in mind the wants of individuals and their needs.

In the modern age customer is that the foundation of any business success. At all the stages of marketing process, business consider consumer is very significant which assists your corporation to make sure larger customer

satisfaction for a longer period and raise its future goal of repeat business. Our customers today want to understand that they're handling with the outstanding by the company : a company that goes that extra mile to form sure their needs is not only met bust exceeded, and therefore the issues are anticipated before they become issues.

Customer service and interaction with the customer builds strong relationships with the customer and offer companies valuable information which will help to way simpler marketing efforts within the future. Customer service keeps the purchasers delightful and helps him in selecting, by providing options and adds a customer who recommends the corporate in right spirit. Good customer service is significant and it's aware that satisfied customers return to the business.

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