

# DIAGNOSTIC ANALYSIS IN CUSTOMER SERVICE MANAGEMENT IN THE EUROPEAN MARKET (B)

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**Keywords:** *commercial diagnosis, external market, financial diagnosis*

**Abstract:**

*The company must take into consideration the market environment – the place where the activity takes place. This is constantly undergoing changes, determined by specific factors, which must be taken into account when managing a company*

Both marketing activities and customer service management use specific tools, which, in order to be effective, must be harmonized and coordinated. In order to achieve this, one must have very good knowledge of the products and services offered by the company in order to be able to secure and increase the number of one's customers. Therefore a *product* is a palpable, physical object which can be offered on the market in order to satisfy a need or a desire based on its certain properties. A *service* is defined as an action/activity done for a client or a benefit offered to a customer, which does not automatically result from the process of purchasing a physical an object.

The company must take into consideration the market environment – the place where the activity takes place. This is constantly undergoing changes, determined by specific factors, which must be taken into account when managing a company. Those factors can defined as:

- a) sociological factors:
- b) technological factor: the impact of information technologies on the development of the activity;
- c) economic factors:
- d) political factors: government changes, legislation changes.

There are powerful correlations between these factors. The important issue is to determine the *power* of each factor, its intensity, and which one of these factors could have a more powerful impact on the company and its activities. The studying of the environment can offer clues regarding the tendencies in customer needs and the way in which the customers fulfill their needs by purchasing products and services.

The company diagnosis being completed, for servicing the customers, we must measure the weak points. But we must also act according to the category of clients, which can be segmented depending on specific characteristics.

Each segment must be approached accordingly in order to be won over – so it is required to have as much information about the potential customer as possible.

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