

THE RELATIONSHIP WITH THE CUSTOMERS IN THE MARKETING ENVIRONMENT

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Abstract: The competition between the companies, the fast changing in the marketing environment obliges the companies to find new practices in relationship with the customers. The companies value the customer both as entrepreneur and as individual, because they know that if they start a very good relationship management with the customer, this relationship will generate more profit in the future.

The relationship management requires from the companies specific market research in order to define whether a company is a target client and what are the services or products that the company can offer to each client.

The paper present the relationship with the customer and the importance accorded to the customer in small and medium sized enterprises, from Maramures county.

1.INTRODUCTION

The communication is the transfer of a message from one part to another, so that it can be understood and acted upon. Communication is important because it increases efficiency and it enhances involvement and motivation.

Communication contains certain characteristics that are common to any oral or written communication situations, like: source, idea, encoder, transmitter, channel, decoder, idea, receiver and feedback.

The competition between the companies, the fast changing market environment obliges the companies to find new practices in relationship with the customers. The companies value the customer both as entrepreneur and as individual, because they know that if they start a very good relationship management with the customer, this relationship will generate more profit in the future.

The relationship management requires from the companies specific market research in order to define whether a company is a target client and what are the services or products that the company can offer to each client (Sabou F., 2007).

There are two important parts in market research: the first part, who examines all the factors that help the company to define a company as potential client or not and the second part which means the actions that the marketing managers take if they decide that the specific company is actually a target client.

Communication between the company and the customer is important because it increases efficiency. Complains can serve to clarify customer's concern. In doing so, it can help to identify more specifically with the customer's need or problem

There are some types of complains: product or service, personal, institutional and political. All these complains can be handle using efficient communication with the client.

It is considered that an enterprise has a very good relationship with the customers, in the market environment, if:

- shows the high quality products/services;
- apply active management of complaints, a special rapid response to customer requests;
- apply a strong motivating employees (O'Dwyer M., 2009).

2.CUSTOMERS DEMANDS

There are some barriers to communications, for example: ignoring conflicting informations, hearing what we want to hear, influence of the group, non verbal communications.

Customers are complaining more often and if they are not satisfied with the response, are moving their business. The danger of those who are unhappy but do not complain and those who complain and remain dissatisfied, is often underestimated by the firm.

Complains can form the basis of a good problem solving relationship. Jointly the firm and the customer can explore needs and develop solutions witch add value to the relationship

Complains can serve to clarify customer's concern and also help the firm to identify more specifically with the customer's need or problem.

There are some types of complains

- Product or services
- Institutional
- Personal
- Political

Product complains is generally the easiest to resolve if the company adopts a positive attitude, the company can deal with product, price, timing, etc.

Personal complains are related to the company or to the customer's personality and most likely are related to conflicts or problems with company or customer's attitude or approach. These complains are not started directly but implied by the customers response

Institutional complains are those that have to do with the company, they usually result from previous bad experience

Political complains are related to factors in the environment, they occur when internal power factors affect the decisions. Political complaints is the surface, may appear as if the customer is taking an irrational position acting in a stubborn fashion.

If the company wants to resolve the customer's complain it must make some steps. The first step is to clarify the problem, that means: listen objectively, identify the real complaint by using questions, allow the customer to respond and show that the company understands this.

The second step is classifying the complains in one of the previous categories. In the third step, the company must respond briefly and concisely persuading the customer and settling differences.

In the last step the firm asks the customer if the concern is answered and summarise the discussion (Ralph L. Day, E. Laird Landon Jr).

The interest for the customer must permeate the attitude of all people in the company, and the activity they perform should be viewed through a customer responsive eye.

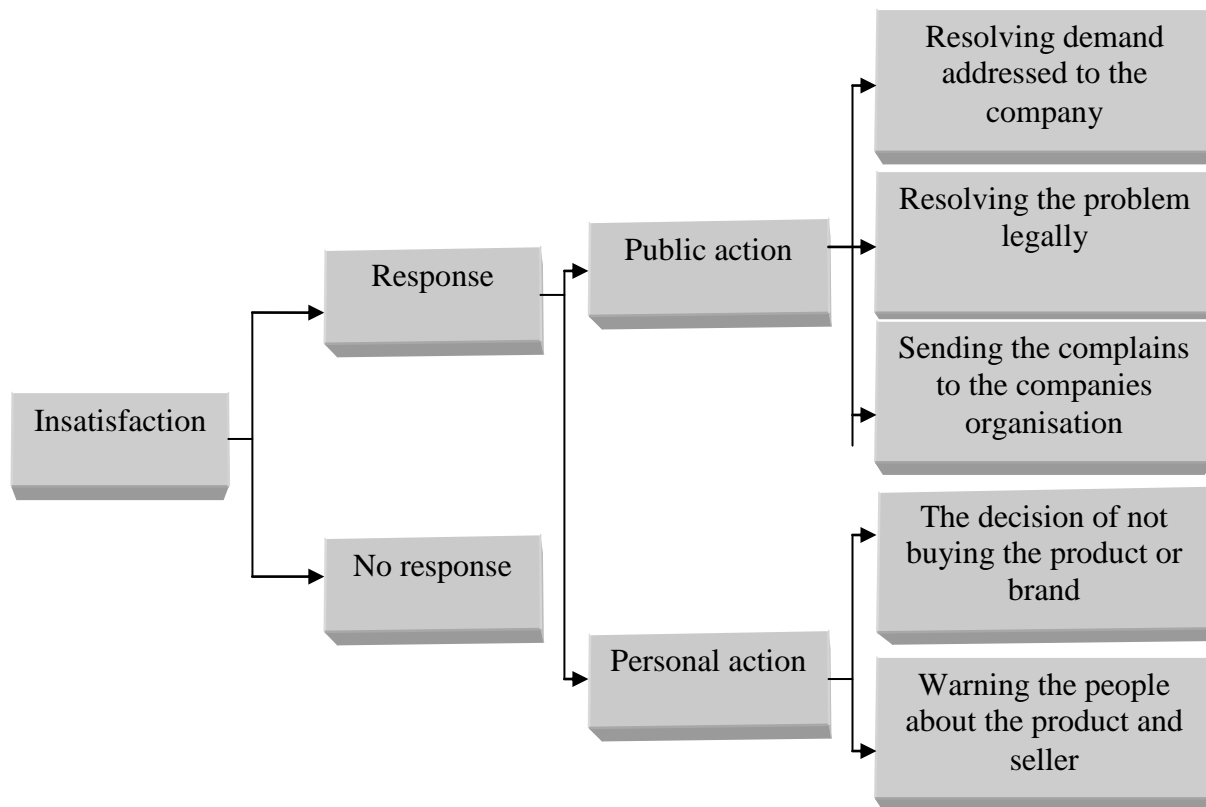


Figure 1. The way customers manifest their dissatisfaction

Source: Ralph L. Day and E. Laird Landon Jr. "Toward A Theory of Consumer Complaining Behavior", Consumer and Industrial Buying behavior, edit Arch G Woodside, Jagdish N. Sheth and Peter D. Bennett (New York: Elsevier North – Holland, 1977), pg 432

3.CONCLUSIONS

The purpose of the study is to identify the relationship with the customers and the importance accorded to the customers.

The research was based on a questionnaire and was conducted on a sample of 205 small and medium enterprises, from Maramures county. The questionnaire includes open questions and closed questions (Sabou F., 2009).

Through this study I wanted to answer the following question :

- Are small and medium enterprises from Maramures County interested on customers complains?

From the studies and observations made in 2009-2010, in Maramures County, one may observe that the number of small and medium-sized enterprises in Maramures county who are interested in customers complains is high, that show the importance accorded to the relationship with the customers.

The answer at the question "Are you interested in customers complains ?" was YES from 78,54% small and medium-sized enterprises and NO from 21,46%.

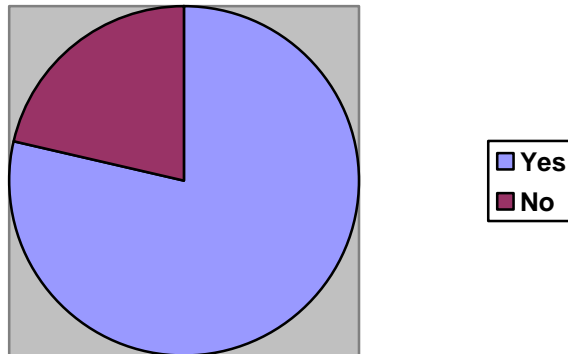


Figure 2. Customers complains

The recommendation are:

- is not enough to be interested in customers complains is important to resolve the complains ;
- to apply active management of complaints, a special rapid response to customer requests;
- to have the high quality products / services;

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