

## Session 3

### 2. SATISFACTION AND VALUE CREATION

The focusing on satisfaction, as revealed through consumer ownership experiences with technological products. The study seeks to serve a challenging role in this advanced research area by stepping back from the historically dominant comparison standards paradigm to question, strengthen, and, in certain ways, redirect satisfaction research along emergent lines.

#### 2.1. Defining customer Value

The customer has the ability to compare the cost of product or service. The benefits can be determinate if the customer can save monetary and the same time get quality product or service, the value is that the customer receive, no to how valuable customers are.

The purpose of Customer Value is implement an effective planning method

Purpose – Good quality planning methodologies were developed in the last decades of the twentieth century that are still widely used. But competition is getting harsher and harsher and the search for more effective approaches to planning for competitive customer value can never stop. The purpose of this paper is to offer an alternative method for planning for customer value that is the result of his long experience with large organizations, both in manufacturing and service.

#### 2.2. Definition of Customer Satisfaction

Customer Satisfaction is a determinate of how products and services provides to the customers form the companies.

The most important is maintain the customer contented with the product or service, the formula could be ease , concentrate on hospitality more than only obtain money from the product or service, the hospitality has to be natural and gracefully. Also maintain hospitality under pressure.

Offer recommendations to the customers, like menu suggestions, people appreciate personal attention.

Catch the attention of the customer by name, maintain the relationship with the customers like a family friend with little distance of familiarize

Serve the customers and ask question and take notes of what the customers wants.

Be engaging, no a joker, sense of humor is the great medicine to break the ice, good smile to give appreciation to the customer; customers observe your real happiness.

Safeguard sobriety, don't intoxicate the customers, let the customers decide, open alternatives how to get a correct decision making.

Show appreciation, give thanks and rewords to the people, acknowledgment leads to repeat business.

#### 2.3. Value Chain

The majority of leaders know the important to motivate the people, internal customers and external customers appreciated when the companies appreciate the value of the customer, the employees can work more efficiently, when the feeling that they have purpose to help growing the business, employees are experts to bring customers if the companies understand the need of the internal customers first.

#### 2.4. Value Delivery Network

The network of all direct industry participants involved in the production, marketing, delivery, installation and service of your organization's goods into specific demographic and geographic markets.

The industry involved in the process of converting raw-materials into finished goods, all people are indispensable, like suppliers, processors, manufacturers, wholesalers, distributors and retailers to finish the product.

The benefits of your value delivery network are providing the needs to the customers with good quality and innovation.

#### 2.5. Cost of lost customers

When the companies hire new people, first that all teach the important to maintain and take the customs, after that companies can continue teaching about the process, products and services.

Companies lose customers for simple reasons like:

- Wrong Product Pricing
- Terrible Customer Service
- Poor Company Atmosphere
- Not Knowing Your Competition
- Lack of Product Knowledge