

Influential Factors Affecting Attracting and Keeping Customers

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Abstract— the most appropriate strategy for the banks is customer care. In fact somewhat stronger statement can be expressed by saying that the basis of banking system is customers. A Research which has been conducted in the field of customer relationship management (CRM) suggests that efforts to maintain and attract a constant percentage of current customers will increase the profitability for about to □ percent. The purpose of this study is to identify factors affecting retention of existing customers and attract new customers. The results imply that the bank which wants to maintain existing customers and attract new customers must provide valuable and exceptional services for the customers; it means something more than a series of policies and tasks that banks do.

Index Terms— customer satisfaction, customer care, service marketing, service quality.

I. INTRODUCTION

A customer-oriented culture in the branches starts through making a positive attitude among employees about customer services and minding staffs' performance.

It's necessary in customer care and presenting services to customers to make the vision and the mission of the organization based on a united charter that everyone agrees with it.

Factors like reverence for customers, good interaction with customers, surveys of customers, having good bilateral relationship with customers, assess customer problems and addressing their complaints in a timely manner, knowledge of customer satisfaction, enhancing the quality and speed of service delivery, Adapting Bank policies with customers' needs, verify the services provided to customers and can help banks a lot, and this is not possible unless banks recognize that paying attention to the customers is the only want for their survival. In this article we try to determine the best strategies for absorption and keeping the customers using successful banks experiences [3].

II. CUSTOMERS' SATISFACTION

Satisfaction means asking for something until we get it thoroughly. Customer satisfaction is a feeling or attitude of consumers towards the product or service after the usage.

Review of the "customer satisfaction" Literature indicates that the social sciences and psychology researchers over the past years have provided at least definitions of satisfaction, which are mostly studied and tested through interviews or experiments. According to the researchers' comments about the definitions of "satisfaction" we can see that there are three main factors in all definitions that could be the basis for defining a set of "satisfaction". These factors include:

Customer Satisfaction is an affective or emotional reaction to a situation of mutual understanding and recognition.

Customer satisfaction is a reply in connection with special focus on the experience of using the service, and so on.

Customer Satisfaction is a reaction that happens during a period of time e.g. after the first decision or based on a repetitive experience, etc.

According to practical definitions customer's interpretation is formed based on his expectations; it means that customer's satisfaction is the difference between his interpretation and expectation. Therefore it has been emphasized on the need to look beyond the customers' expectations in the relevant market. The key to success in a banking Activity is to present a high quality service that will exceed customer expectations.

If you do not satisfy a customer he might be unhappy, but if they do not meet their needs, you will lose him. Thus, customer satisfaction is the fully supplying his needs and desires at the same time [5].

Customer satisfaction process is a dynamic and closed loop which starts and ends to this question that are the customers' expectations about a product or a service met?

So the first step in customer satisfaction process is to understand what they want and after determining their demands and expectation other steps in the process can be taken. Generally the customer satisfaction process can be summarized as below:

1. Identifying and understanding customer expectations
2. Designing services according to customer needs and expectations
3. Giving the service to customers

4. Design a system to measure customer satisfaction and complaints
5. Create a system of continuous improvement to respond to client needs with respect to the demands dynamic [1]

III. CUSTOMER SATISFACTION AND ITS IMPACT ON INCREASING BANK EARNINGS

Customer satisfaction leads to higher revenues for the banks through at least three ways:

Using the service continuously, Recommending service to others, Using Other Services (Fig. 1).

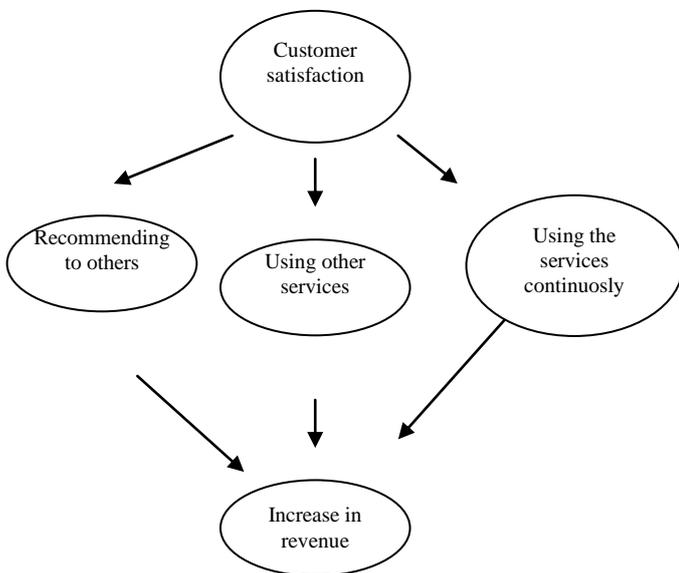


Fig.1. Customer satisfaction and its impact on Increasing bank earnings

IV. CUSTOMER SATISFACTION AND SERVICE QUALITY

Customer satisfaction is influenced by some factors such as service quality and perceived service quality. In marketing literature when the perceived service quality is equal to customer's expectation the customer is satisfied, when the perception is higher than the expectation the customer is happy with the service and when the perception is lower than expectation the customer is unsatisfied [7].

Researchers verified the importance of the customer satisfaction and service quality as the predictor variables of customer loyalty (Fig. 2).

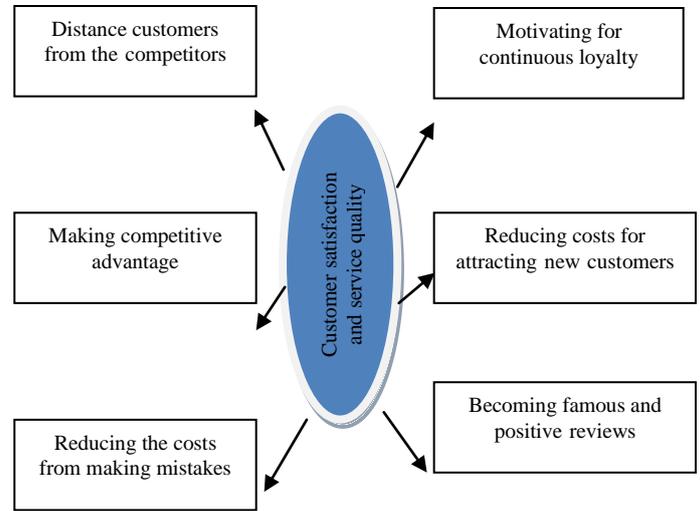


Fig .2. Advantages of the customer satisfaction and service quality

V. EMPLOYEES IN CONTACT WITH CUSTOMERS

The Role that employees play is perhaps the most effective factor in customer verdict toward service quality. Usually Staff such as kiosk owners and the customer service staff are frequently in contact with clients. And at the same time are also engaged in marketing activities. In terms of customers, employees are responsible for the provided services. Suitable training enables staff to have effective relationship with customers, response to their needs, and learning skills and abilities to meet customer demands. Employees play a critical role in developing and enhancing relationships [2]. Contacting customers in Bank is usually through Face to face, by phone, mail, Internet or through other means. Useful relationships are those that are focused on the human aspects. In fact, the relationship is rooted in personal and face to face contact.

It is necessary to pay more attention to kiosk Owners because they have the most contact with the customers. The most important ways to attract customer satisfaction are:

1. Being nice and friendly to customers
2. Being patient while contacting with customers
3. Designing and innovating products and services fully matched with the customers needs and desires
4. Provide services more than customer expectation due to the 4P

5. Attract Customer participation and attention to their proposals
6. Increasing technical and operational Abilities of staff and organization in order to provide new services
7. Growth and improving customer desires and expectations [4]

- quality, facilities management, and physical welfare of the bank
- Personality and behavioral characteristics of bank employees
- The quality of banking services

The sense of financial security and confidence of customer is the most important factor in customer satisfaction and choosing a bank [3]. And in a study entitled "Factors influencing the retention and attraction of a commercial bank clients" by Ali Hadian Hamadani and Hadi Ahmed Pur, factors affecting loyalty, maintaining and strengthen current customers, revival of lost customers and attracting new clients have been investigated. In this study the most important factor to make customers loyal is to establish a network in order to identify customers around the country. Bad behavior of the employees, Low speed in offering services, Fail to do commitments as promised, Dishonesty in solving customers problems, and lack of attention to customer's needs are the most important factors for losing clients [6].

VI. FACTORS INFLUENCING CUSTOMER SATISFACTION

First and last criterion of Customer satisfaction is whether his expectations are met or not? So we need to first identify the customer expectation and then determine some goals that customers wish. The company goals depend on the expectations of customers, competition, and service goals of the company. In terms of customer expectations we need to identify some standards of satisfactory in each part of the market but we can start with common standards. According to the manager of one of the European countries, key factors in deciding buyers include: quality, compliance with customer expectations, being reliable, answering to promises made to customers, rapid response, being Flexible toward customers' needs in the shortest time, courteous and respectful to the client as a man [6].

In a study entitled "Identification of requirements and factors affecting customer satisfaction" by the doctor Jalal Rasoulof, M. Saifi. Dariush Rashidi which has been done in Keshavarzi Bank in order to reach factors and requirements of customer satisfaction a wide sampling (2743 sample) has been done in 1991 in Tehran And □□ other provinces of Iran. The results show that about 60% of the total variable variance is explained by the seven factors.

The first factor is staff behavior and how to deal with customers, the second factor is responsiveness, the third factor is profit and convenience, the fourth factor is the speed at work, the fifth factor is service quality ,the sixth factor location and the last factor is quality of sending drafts. This study explains 60%□ percent of the factors affecting customer satisfaction. There are other Variables and factors that can help to realize more structures of customer satisfactory.

In a study entitled "Identification and prioritization of factors affecting banks 'customer satisfaction' by Nabiollah Dehghan and Kobra Dehghan effective factors in increasing customer satisfaction and their bank decision has been developed? The results of this study which has been done among bank customers in Tehran effective factors of customer satisfaction are:

- Customers Access to banking services
- Type and charm of services and benefits of the bank
- sense of financial security and confidence of customers

VII. CONCLUSION

Today, banks are facing new facts in marketing of banking services. The population combination is constantly changing, economic system grows slowly and competing banks have become more complicated. The effect of these factors can be found in lots of new customers. Banks have to compete with each other to attract the customer. Therefore, the cost of attracting new customers is rising. In fact, the cost of attracting new customers is five times the cost of retaining current customers. Banks have found that losing a customer means losing the entire benefit that the client would give banks in their lifetime.

Some of the banks have taken extreme approach and have tried to keep our customers satisfied. How could banks earn money if they offer customers free services provide additional services or allow the customer not to pay their debts in due course? Research has shown that such extreme actions, in order to keep the customer satisfied and bear heavy costs, have had good financial consequences. Satisfied customers refer to bank several times. So in today's highly competitive world if the bank tries to cope with a strong and profitable long-term relationship with the customers, has to forego some of their income. The bank which wants to keep customers satisfied would not only consider these points: establishing a unit to address customer complaints and being kind and nice to customers. Exceptional and valuable performance is something more than tasks and policies which banks do and is a public attitude as an important part of bank public culture.

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