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Process Improvement of Business and Importance of Customer Feedback

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Abstract

Development of world business organizations, Multi National firms and therefore the company has invariably found loads of academicians still because the assume tanks and Management specialists taking interest in analyzing the past, this trends and prophesying the long run trends. The study of growth of trade, the industries and therefore the Organizations and therefore the numerous phases of improvement and evolution that they are going through influence be necessary subject of study by each Management graduate and skilled. It was within the early times when the Second warfare that we tend to saw the evolution in terms of industrial enterprise that led to systems and ways aiding production. Any organization needs to hear its external customers and stakeholders. variety of studies have shown that the semi-permanent success of an organization is closely associated with its ability to make and maintain loyal and glad customers, adapt to client wants and dynamical preferences. So as to watch client satisfaction, and to require action for rising it, variety of various strategies are developed and tested. Any organization might definitively make the most of a verified systematic client satisfaction model. The challenge for organizations is to implement and secure the same client satisfaction method across their enjoying field;

category of markets and geographic markets (countries). Client satisfaction may be addressed as a strategic business development tool associate degreed it will have a positive result on an organizations profit. Client's kind the inspiration of any prospering business as customer satisfaction results in repeat purchase, complete loyalty, and positive word of mouth. On the bases of my analysis like to recommend organizations to implement a client satisfaction model to boost their business development and improve their overall level of quality.

Keywords: Improvement of business process design, Importance of Customer feedback, Customer experience improvement

Mejora De Procesos De Negocios E Importancia De Los Comentarios De Los Clientes

Resumen

Desarrollo de organizaciones empresariales mundiales, firmas multinacionales y, por lo tanto, la compañía siempre ha encontrado un montón de académicos porque los tanques y especialistas en gestión se interesan en analizar el pasado, estas tendencias y profetizar las tendencias a largo plazo. El estudio del crecimiento del comercio, las industrias y, por lo tanto, las Organizaciones y, por lo tanto, las numerosas fases de mejora y evolución por las que atraviesan, deben ser objeto de estudio por parte de cada graduado de Gestión y calificado. Fue en los primeros tiempos de la Segunda Guerra Mundial cuando tendemos a ver la evolución en términos de empresa industrial que condujo a sistemas y formas de ayudar a la producción. Cualquier organización necesita escuchar a sus clientes externos y partes interesadas. Diversos estudios han demostrado que el éxito semipermanente de una organización está estrechamente relacionado con su capacidad para hacer y mantener clientes leales y contentos, adaptarse a los deseos del cliente y sus preferencias dinámicas. Con el fin de observar la satisfacción del cliente y requerir acciones para aumentarla, se desarrollan y prueban diversas estrategias. Cualquier organización definitivamente puede aprovechar al máximo un modelo sistemático verificado de satisfacción del cliente. El desafío para las organizaciones es implementar y asegurar el mismo método de satisfacción del cliente en su campo de disfrute; categoría de mercados y mercados geográficos (países). La satisfacción del

cliente puede abordarse como una herramienta estratégica de desarrollo de negocios asociada que tendrá un resultado positivo en las ganancias de una organización. El tipo de cliente es la inspiración de cualquier negocio próspero, ya que la satisfacción del cliente se traduce en compras repetidas, lealtad completa y boca a boca positiva. Sobre la base de mi análisis, me gusta recomendar a las organizaciones que implementen un modelo de satisfacción del cliente para impulsar su desarrollo comercial y mejorar su nivel general de calidad.

Palabras clave: Mejora del diseño de procesos de negocio, Importancia de los comentarios de los clientes, Mejora de la experiencia del cliente

INTRODUCTION:-

Business method improvement could be a management exercise within which enterprise leaders use numerous methodologies to research their procedures to spot areas wherever they will improve accuracy, effectiveness and potency so plan those processes to understand the enhancements. Business method improvement, or BPI, works by distinctive the operations or worker skills that would be improved to encourage electric sander procedures, additional economic progress and overall business growth. This method can even be observed as useful method improvement. If you run your own business is do know you are doing your best to please your customers, satisfy their desires, and eventually to stay them loyal to your whole. However are you able to take care that your efforts bring desired results? If you are doing not try and conclude what your shoppers really rely on your service, you will never be able to offer them the simplest client expertise. Their opinions regarding expertise they need together with your whole is useful info that you just will use to regulate your business to suit their desires additional accurately.

There square measure lots of ways in which you will be able to leverage client feedback and exploit it. During this entry it will be able to try and make a case for why collection client feedback, whether or not prompted or impulsive, is crucial in managing client satisfaction and loyalty, in client retention, up product and services, and in more areas of your business. Sit snug and continue reading to find advantages of client feedback. In information technology, business method improvement addresses the

basis causes of method or system deficiencies to harmonize information technology and business goals. Method mapping, that assesses business operations to pinpoint drawback areas and regulate progress, is usually the primary step in a very larger business method improvement effort. With improve as a discipline capable of manufacturing such enhancements, denseness creates price in its ability to assist enterprises fine tune however they operate to confirm they are best positioned to contend in today competitive, technology driven business setting.

The purpose of business process improvement

Enterprises use denseness to search out ways in which to scale back the time it takes to finish processes, to eliminate waste and friction in those processes, and/or improve the standard of the product or services that are created through these processes. Enterprise leaders generally undertake denseness to confirm higher compliance with rules and rules that govern those processes or to enhance client satisfaction and expertise. Business process improvement techniques may facilitate an enterprise meet client demands and business goals a lot of effectively. Rather than drawing out amendment management in progressive steps, denseness seeks to bring forceful transformation in an organization performance.

Business method improvement is Associate in Nursing in progress apply and will forever be followed up by the analysis of tangible areas of improvement. Once enforced with success, the results will be measured within the improvement of product quality, client satisfaction, and client loyalty, raised productivity, development skills of workers, potency and raised profit leading to higher and quicker come back on investment. Because compactness implementation may be a project, all project management principles apply. Refers to creating a method more practical, efficient, or clear. Work will be completed additional cheaply, quickly, and easily.

Focuses on increasing client price through rising quality, enhancing service, reducing prices, Associate in increasing productivity of an activity or business method.

Aims to cut back waste and/or variation in processes to attain the required outcome by exploitation existing resources in an exceedingly higher manner.

The purpose of business method improvement is to fulfill client demands and business goals additional effectively. Thriving organizations improve their potency, usually measured in profits, through the employment of

method improvement. Improving the standard of processes area unit essential factors within the success of any organization.

Company will waste precious resources like cash, time and opportunities once they fail to look at the processes they use to conduct their business. The problem with method improvement is that organizations do not concentrate on what the paying client needs. Sometimes focus is on what managers or house owners wish, in order that they optimize round the wrong persons. All method improvement will is refocus the processes back on giving the client what they buy.



Fig.1: Business process improvement

The business process management is include mapping, analyze, redesign, monitor, and optimize. A strategic coming up with methodology geared toward characteristic the operations or worker skills that would be improved to encourage drum sander procedures, a lot of economic progress and overall business growth. An approach designed to assist organizations design their existing business operations to accomplish important production improvement. The improvement of the performance of the organization by endlessly up the processes in Associate in nursing progressive manner. The proactive task of characteristic, analyzing and up upon existing business processes at intervals a corporation for improvement and to fulfill

new standards of quality.

A systematic approach to assist any organization create important advances within the means during which its business processes operate.

What is customer feedback?

Customer feedback is information provided by purchasers regarding whether or not they square measure glad or discontent with a product or service and regarding general expertise with an organization. Their opinion could be a resource for up client expertise and adjusting your actions to their wants. This info is collected with totally different sorts of surveys, however you will be able to conjointly realize opinions and reviews your purchasers post on line and collect them victimization net watching tools. Each sources square measure necessary to induce a full image of however your purchasers understand your whole. Top performing arts firms perceive a vital role that client feedback plays in business. They systematically hear the voice of their purchasers. Not solely they seek for opinions they purchasers publish on social media and reviews they supply on websites designed for gathering feedback (e.g. TripAdvisor), however they conjointly deliberately provoke feedback victimization distinct sorts of surveys. If you wish to remain prior competition you must never stop paying attention to client feedback whether or not it's positive or negative, prompted or impulsive. Customer feedback is most important for the improvement process of business. Customer feedback is concept that describe how a business take control of the experience with its customer.

Importance of customer feedback

Customer feedback ought to be at the middle of your customer-relations strategy. It is not uncommon for sure-fire firms to devote a lot of your time and resources to assembling meaning feedback through client surveys. Here are number of reasons why client feedback is important.

Better perceive your customer

You do not understand if you do not raise. Analyzing client feedback is that the most reliable thanks to live client satisfaction and also the solely thanks to actually understand your users. Survey queries will be designed to gather all types of knowledge, from demographic knowledge to feedback on a selected product. A survey will contain queries on a user's expertise together with your product and conjointly prompt them for demographic info. That manner you will see that styles of users square measure most

happy and dissatisfied with the merchandise. It is not possible to create sensible selections while not initial understanding the needs and wishes of your customers. There's conjointly no higher thanks to gain a scan on the general market than to survey your own users.

Increase client retention

You are higher equipped to retain your customers after you acumen they feel. It is as easy as that. Client feedback surveys will offer you with a whole image of however your user base feels regarding your product, and also the acceptable changes will be created supported this information. By paying attention to your customers, you are conjointly showing them that they are valuable to you and your business. This alone will go a protracted manner.

Improve client growth

The Net Promoter Score is calculated by asking users however possible they are to suggest your product, service, or company to a fan or colleague. Naturally, a high Net Promoter Score is commonly key to growing your client base. Analyzing your client feedback surveys and work the drivers of your Net Promoter Score could be a good way to boost client growth. Also, if you have got freemium or trial users, it's crucial to search out what their desires square measure. They are already victimization your product that the next step is to win over them to be paying users.

Track client satisfaction over time

Customer feedback surveys square measure notably helpful once issued often over time. Asking a client satisfaction question, Like, "On a scale of 0-10, however happy square live you with this product?" will assist you measure whether or not satisfaction is rising or worsening over time. Perennial surveys conjointly lead to a bigger sample size that ends up in a lot of statistically important results. One survey will contain anomalies and irregularities, however an outsized sample over a chronic amount is sometimes terribly reliable.

Identify the impact of specific changes in your product

Not all changes square measure well received. Product modifications will be created with the most effective of intentions, however customers do not perpetually read them as enhancements. Any time your product undergoes a significant amendment, you wish to survey your customers on however they feel regarding the updates. You will raise specific questions about the changes or just fire their general satisfaction.

Customer Experience Improvement

It is one in all the simplest ways in which corporations will improve their product and services which, in turn, can boost the success of their business.



Fig.2: Customer Experience Improvement

But not solely that, feedback improves the client expertise furthermore. By victimization client Feedback Management, you will make certain all of that vital feedback is employed to create changes that matter. To show you ways you will use client Feedback Management to enhance your client expertise, during this article we will cowl precisely what client Feedback Management is, however it is applied to your business, and also the tools you will use to induce started.

Simply put client Feedback Management is that the method of grouping client feedback and creating changes in your operational processes, for the higher. By hospitable client feedback in your company, you will manage and use it to enhance many processes in your business. Client feedback is wont to improve the operational aspect of your business like product

management, client support, sales, and account management. How? If you gather feedback from those that really purchase your product and place it to use, you effectively flip your company into a customer centric business. And that is extraordinarily positive for reinforcing revenue and client satisfaction

Increasing retention

The client Feedback Management is actually aggregation client feedback, analyzing that information and working out what is best to try to with the results, it is not that totally different from alternative information analysis.

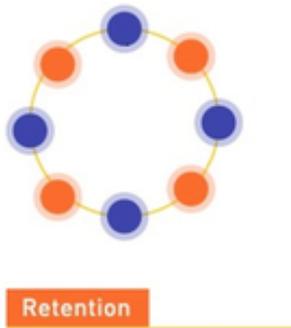


Fig.3: Increasing retention of customer feedback

The best half concerning client Feedback Management is, notwithstanding however massive or small your company is, every bit of individual client feedback is analyzed. Client Feedback Management is often in period of time, and in today is fast business world, you would like to remain on high of what everyone is voice communication.

Increasing Satisfaction

Customer satisfaction and its advantages transcend simply golf stroke a smile on your customer’s face. The satisfaction levels of your customers is connected to higher revenue for your company, as a result of glad customers square measure willing to pay extra money on your products. So it is crucial that you simply keep customers happy. One amongst the most effective ways that to search out if the area is by victimization Client Feedback Management.

Rating-based queries square measure an honest place to start out and may

give your company a rough plan of however happy your customer is square measure. However you ought to conjointly keep a watch on your internet Promoter Score. Survicate could be a tool that collects client satisfaction feedback through bespoke web site widgets. The appliance will act as a survey tool that enables you to raise customers to fill out short feedback surveys or gather info concerning their expertise together with your merchandise and repair. Although it is main aim is determining however glad your customers square measure, the tool conjointly identifies client trends and behaviors thus you will see what you are doing right. It will act as a selling tool also. Once a client fills out a survey from your appliance, you will get their lead profile that may be mechanically filtered back to your Client feedback management.



Fig.4: Increasing satisfaction customer feedback

Customer feedback is also necessary in police work sure technological trends among customers. For instance, a brand new challenger within the market might introduce new and improved technology that doubtless threatens the older technology a corporation sells. If customers indicate they like and obtain this technology, the corporate can have to be compelled to think about switch to the new technology.

Customer continuous feedback model

The customer feedback model is create an action plan for continuous feedback. The continuous feedback action planning is important for customer. To identify trends in customer satisfaction, we first have to get a marks on how happy customer. The understand how our customer satisfaction all over time. Plan identify trends and solve the new customer issues. The model is based on four attributes:

1. PLAN

You wish to spot and perceive wherever the matter lies even before you intend to allow a feedback to the workers. Your feedback should be sup-

ported facts and not on your memory of the back experiences you may have had with the employee. You need to initial explore data, outline your feedback, generate ideas to deliver the feedback and them implement the feedback.

2. DO

Once you have got known, the strengths and weaknesses of the workers, it is time to initial check the system with a small scale run, before you implement the system within the entire organization. This may permit you to assess whether or not your projected changes have achieved the specified outcome, with minimum disruption.

3. CHECK

At this stage, you analyze the results of the run against the expectations that you just have outlined. If the expectations area unit in wheel with the fact, then it is time to implement the arrange. Move to the ultimate part of implementation only you are utterly glad with the results.

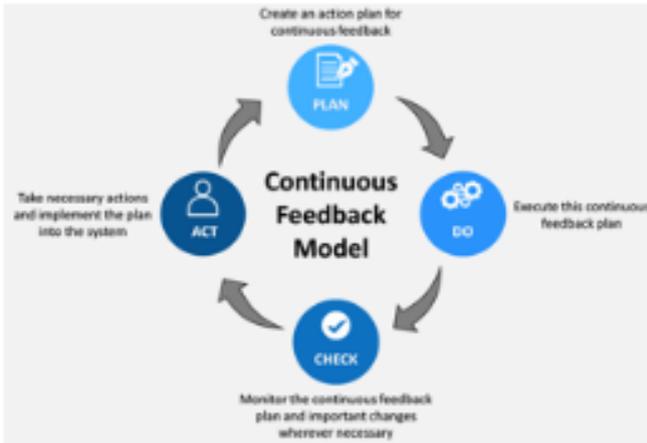


Fig.5: Plan-Do-Check-Act Continuous feedback model

4. ACT

This can be the stage wherever you implement the method, keep in mind this can be a continual method, a loop, associate degreeed not a linear method with a starting and a finish. This implies your improved method currently becomes a stepping stone to stay up the method for your staff at equal intervals.

Customer feedback satisfaction:-

The most important businesses live client satisfaction, there are heaps world health

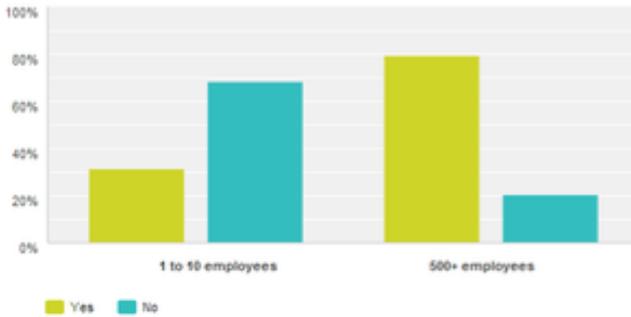


Fig.6: Customer feedback Satisfaction

Organization. Excavation a bit deeper, we have a tendency to found a giant rift between corporations of various sizes. Whether it is as a result of they are too busy or they do not have enough clients to form a proper effort to live customer satisfaction, the littlest businesses are a lot of less probably to induce feedback. On the flip facet, concerning eightieth of larger businesses live client satisfaction. To really perceive however complete different corporations collect client feedback, however they use it. The way it contributes to their success, we have a tendency to used survey audience to survey businesses. While it is typical knowledge that the client comes initial, it is not continually clear precisely however you must approach putt the client initial. To induce a bit a lot of insight, we have a tendency to stone-broke out completely different ways for assembling feedback, with a selected concentrate on the progressively in style web Promoter Score.

Conclusion

This paper discusses completely different aspects of method management in a corporation. Firms have elevated method thinking to higher and better levels over the years. The stress on method excellence has become associate degree integral a part of management thinking and coming up with in made organizations. A decent vision statement permits a corporation to possess an identical read of what it needs the longer term to appear like. It is not possible to succeed in the required future state if the management

team cannot agree what the longer term state ought to be. Strategic assessment ought to have an outsized method part thereto. Strategy maps will give a wonderful one-page communication vehicle maybe that processes area unit most crucial in organization, in addition because the client and monetary results that rising these processes area unit expected to drive.

Customer satisfaction is addressed as a strategic business development tool. Client satisfaction will have a positive result on Associate in Nursing organization profit, happy clients kind the muse of any thriving business as customer satisfaction ends up in repeat purchase, complete loyalty, and positive word of mouth. Happy customers area unit presumably to share their experiences with people to the order of maybe five or six people. Equally well, discontented customer is area unit additional seemingly to inform another ten individuals of their unfortunate expertise.

Quite often basic causative modelled interdependencies among business to business client satisfaction processes area unit lacking. Instantly this makes it troublesome to imply the antecedents and relationships of client satisfaction. Estimation of the extent of client satisfaction is routinely supported the collective interpretation of client complaints handled as administrated and individual interpretation of face to face conferences between staff and customers. For that reason applied math confidence, accuracy and representativeness simply lack quantitative significance and cause unreliable quantitative trend analyses. A lack of client satisfaction modelling and therefore the nonentity of a well-defined form may have a negative result on the event of property and continual business. For that reason organizations may definitively cash in a verified systematic client satisfaction method. The challenge for organizations is to implement and secure a consistent client satisfaction method across their category of markets and geographic market.

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