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A Study on Business to Customer Communication in Recent Times

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ABSTRACT

This research paper presents a study into the dynamics of effective communication between businesses and customers. The study aims to highlight the importance and mechanisms of establishing successful communication channels in this framework. Communication is an important aspect of our daily routine, since it is a universal practice that fills various spheres of our lives, including professional and educational environments. The habits, norms, perspectives, and value systems that shape our behavior are derived from our daily activities.

Customers are the most important to any organization as they serve as the central driving force. The strong interpersonal skills is essential for establishing lasting and mutually beneficial relationships with customers. The provision of satisfactory services to clients can result in positive recommendations and endorsements for the business, so nurturing support and encouragement for the company from others. However, the outcome may deviate from initial expectations due to the varying responses of customers, which might range from understanding to being impolite. The enhancement of customer relationships can be achieved through the implementation of effective communication strategies by both parties involved in customer care.

This study effectively demonstrates the correlation between business' communication as well as customers by identifying their respective frameworks by this paper. The people involved in the study were administered with a research questionnaire that was designed to gather primary research data. The existing evidence has also provided support for the overarching theory regarding the relationship between consumers and company communication.

KEYWORDS: Business Communication, Customer Communication, Organization, Verbal Communication, Communication.

INTRODUCTION

The growth of communication skills typically begins during early childhood. It is deeply connected with the various teachings imparted to children by their family, including lessons pertaining to family-related, societal, and national contexts. Upon joining a new organization, an individual brings with them a cultural background that has been shaped by their prior social experiences, including their education and interactions with various formal and informal institutions. These experiences have influenced the individual's behavior, which in turn impacts their integration into the new organizational culture.

In any organization, prioritizing customer satisfaction is of the utmost importance. In order to gain a comprehensive understanding of the communication process with your customers, it is important to initially consider their typology.

- B2B: Customers can be categorized as either businesses or individuals, giving rise to two distinct types of relationships and transactions known as business-to-business (B2B).
- B2C: In the context of many industries, such as business-to-consumer (B2C), interactions take place between corporations or governmental organizations, and the establishment of links relies on the effective coordination as well as communication among enterprises with their respective stakeholders or partners.
- P2P: Person-to-person transactions, sometimes referred to as P2P or peer-to-peer transactions, occur when a consumer engages in a purchase from another individual without the involvement of a specialized intermediary.
- When delivering internal service through special meetings, communication plays a crucial role in providing responses and feedback on the products and services offered by the organization to external clients.
- Buyers: The effective communication with customers as well as supporters of a certain product or service may lead to their inclination to recommend it to others as well.
- Consumers: Consumers are individuals who engage in the process of purchasing goods or services by conscientiously evaluating the benefits of a product and actively engaging in the act of shopping.

- **Relative Non-consumers:** Relative non-consumers are defined as clients who engage in the purchase of goods but do not exhibit loyalty towards the products.

BUSINESS COMMUNICATION

Communication plays a crucial role in organizational dynamics, as it facilitates the exchange of information, opinions, plans, proposals, and agreements. Moreover, it enables decision-making, order fulfillment, and sales activities. Scholars and academics widely acknowledge communication as a vital aspect within an organization.

The success and growth of a corporation are contingent upon the implementation of efficient communication strategies. The significance of communication skills is generally recognized by corporate managers and teachers, as they are deemed very advantageous for individuals and organizations alike. Business communication pertains to the exchange of information within a business, namely concerning its clients, workers, goods, and services. The process of generating, transmitting, receiving, and comprehending communications in written as well as oral forms is observed in various interpersonal, group, public, as well as mass communication contexts.

Irrespective of the nature or objective of a document, it is imperative that these written materials are meticulously and thoughtfully crafted in order to effectively fulfill their intended functions and effectively convey substantial concepts to their designated recipients. Inadequately conceived and executed documents possess the potential to detrimentally impact an individual's reputation or brand, lead to financial or business setbacks, diminish employee morale, or yield other adverse consequences.

Written business communications has a distinct style that distinguishes them from other forms and genres, such as fiction, poetry, journalism, legalese, personal blogs, as well as comparable mediums. Corporate communication in written form necessitates adherence to specific standards and protocols. Consequently, business papers often include language, tone, as well as terminology that convey a sense of gravity and purpose, so establishing an expectation of professionalism.

One effective approach to navigate the intricacies of business writing involves familiarizing oneself with the concept commonly referred to as the "7 C's of Business Communication." The seven C's are a set of seven adjectives that offer managers straightforward criteria for assessing their writing.

Effective business writing should adhere to the principles of clarity, accuracy, conciseness, concreteness, coherence, courtesy, and completeness. Each of the C's is a facet of writing business communication that can serve as a baseline for evaluating your upcoming business paper.

Now let us look at these 7 C's and understand what they mean and what they convey.

- **CLEAR:** The first C stipulates that your writing must be Clear, which as you know, means that must be easy to read and understand. Simplicity of language and clarity of thought make it easy for the reader to understand and interpret your message.
- **CORRECT:** The second characteristic deals with an important aspect of messaging; the need to ensure that what you write is accurate. Accuracy is required at two levels:
 - a) That the content is precise and therefore factual and not misleading.
 - b) What we write must be grammatically correct; errors in spelling, vocabulary and syntax will not only make the message difficult to interpret but also convey a negative impression of the company.

- **CONCISE:** Managers are not journalists or fiction-writers; they do not get paid more for writing more. In fact, senior managers prefer short and concise written material. This saves them time, effort and makes for quicker decision making. Being brief and to the point is not easy. The way to arrive at a concise and focused piece of writing is to first write in free-flow mode and then spend time reviewing and reducing the word count down to the barest minimum. This means that you need to allot time to review and edit the work.
- **CONCRETE:** One way to understand the term concrete is that it is the opposite of vague. Concrete communication implies being specific rather than fuzzy and general. A concrete message is supported by evidence, facts and figures. The terms and vocabulary used in concrete communication are unambiguous and not amenable to diverse interpretation by different readers. Thus, concrete messages are less likely to be misinterpreted.
- **COHERENT:** Business communication, and written business messages are characterized by what we call coherence –being rational, well-thought-through and carefully crafted messages, they must make sense to the reader, and this sense-making must be possible in an easy and stress-free manner. The term ‘coherence’ in Latin means ‘to stick together’.
- **COURTEOUS:** The simple definition of the term ‘courteous’ could be limited to the obvious meaning of the word. It encompasses a couple of other aspects, all of which together address the issue of the tonality of the message. Being polite and civil is certainly one aspect to look at; additionally, you should consider the degree of formality associated with the words that you write, as also whether you adopt the active voice or the more impersonal and official passive voice.
- **COMPLETE:** As the term implies, every business document must provide all the necessary information required by the reader for her to make an effective decision based on what you have written.

COMMUNICATION AND RELATIONSHIP WITH CUSTOMERS

Effective communication with clients and the establishment of strong interpersonal ties are both crucial in professional settings. Producers, vendors, current marketing, and social marketing, specifically relationship marketing, are several strategies employed for cultivating relationships:

- This theoretical framework is based on three distinct but interconnected techniques, which involve the analysis of behavioral patterns, the formation of new concepts, and their interrelationships.
- “Attracting and Keeping Clients”: By tailoring the marketing approach to suit the specific needs and preferences of individual clients or groups of customers, an extra option for transactional marketing is provided. A product possesses the capability to provide distinct features. Promotion can serve as a means to combine communication. Differentiated pricing methods can be implemented by determining the value of a product and setting prices accordingly.
- Trust: The assessment of reliability in the delivery of products and services, as well as the level of confidence among parties and the mitigation of risks, are mostly determined by their utilization.
- “Satisfaction”: Satisfying clients is contingent upon the establishment of effective, direct, and enduring relationships.
- Loyalty: Being a loyal customer involves maintaining a continuous pattern of purchasing from a specific supplier, retailer, brand, or shop, regardless of any prospective price increases, and actively encouraging other potential consumers to become part of the customer base.
- Commitment: The evaluation of emotional and empathic responses, as well as the disparity between anticipated and realized outcomes, is crucial for understanding the establishment of a durable commitment and connection.
- “Relationship in interacting with Social Network”: The foundation of this framework primarily relies on the participation aspect of networking within the business-to-business (B-2-B) domain, which involves the utilization of multidimensional, sophisticated, and enduring social structures.

Communication with Clients is widely recognized as a critical factor of the business's operations. The existence of customers is vital for the survival of the company. Therefore, it is required for the company to acquire a complete understanding of effective communication strategies with its customers.

The skill to actively listen and effectively handle complaints is essential for managing customer relationships (CRM) skillfully. These skills are vital for attracting and satisfying the needs of customers. To enhance the efficiency, timeliness and cost-effectiveness of meeting customer requests, successful communication with clients necessitates the establishment of robust connections that attract and develop the most skilled people.

LITERATURE REVIEW

Florea N V, published in the year 2014. (Tanasescu, 2016)

This research paper stated that customers are the main focus to any Business, they should look at the customer's typology to know the customer's needs, recommendations and ultimately their satisfaction.

J Dwyer, published in the year 2012. (J., 2012)

Dwyer's research paper gave a meaningful explanation about the Types of Clients present in this market and the Types of Businesses that are run in this market. This added more clarity to differentiate Businesses and their Customer interaction.

Bly R W, published in the year 2009. (R.W., 2009)

Bly's research paper focused mainly on the customers and their behavior towards their shopping manner. This paper talks about the Types of Customers and their preferences, under which category they belong.

Tanasescu D A and Florea N V, published in the year 2016. (Tanasescu, 2016)

This paper portrays the importance of Communication between Businesses and their Customers or Clients. It's main focus was the Marketing which was the Era of Development in the Marketing concept.

Henning Thureau T Hansen U, published in the year 2013. (U., 2013)

This paper talks about the types of Approaches used to interact with Customers and their interactions. Customer's behavior towards the Company or Organization.

Gopal N, published in the year 2009. (N., 2009)

His paper represents Customer's relationship and how to manage this relationship. Also talks about the needs and satisfaction of customer.

RESEARCH METHODOLOGY

In this context, our objective is to gain a comprehensive understanding of the research process by developing a framework that facilitates the analysis and reassessment of primary as well as secondary sources. The techniques and concepts employed in primary research to reach conclusions are comprehensively addressed, and logical deductions are made in relation to the analysis and results. The research design refers to the systematic approach employed in assembling the components of this study in a logical and effective manner, with the aim of providing a suitable solution to the research problem. The survey method is employed to effectively achieve the objective of gathering questionnaire data and obtaining accurate results. The data provided by the participants was collected through a meticulously structured and easily comprehensible questionnaire.

QUANTITATIVE RESEARCH**SAMPLE RESPONDANTS**

By using a statistical sample of consumers, quantitative research may be utilized to study consumer behavior in a market and quantify consumer knowledge of and opinions toward various Businesses.

The many methods for performing quantitative research are as follows:

- Survey method
- Questionnaires

The survey sample predominantly consisted of students. The individuals' engagements with commercial enterprises or institutions in which they assert their status as customers. The data collected in this survey was subsequently analyzed. Various methods of data analysis were utilized; however, the methodology adopted in this study was correlation analysis. The sample population for the study consisted of students from PES University who were selected and assigned the task of collecting data.

SAMPLE SIZE

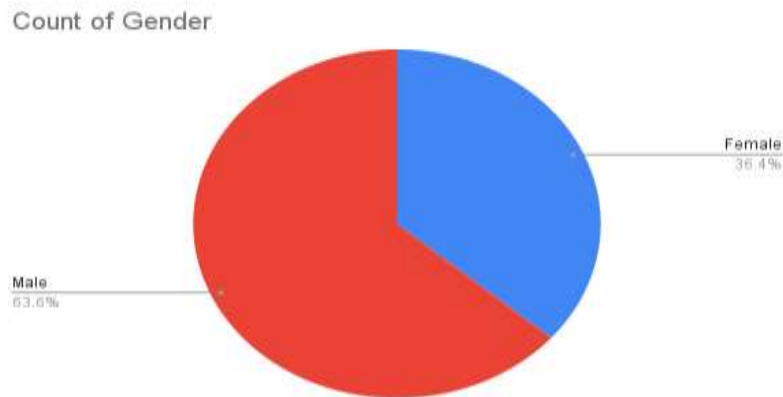
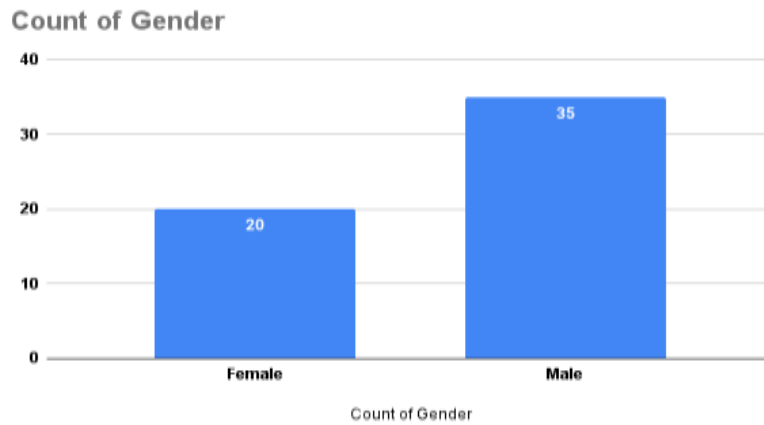
The population under consideration in this study consisted of students, specifically those enrolled at PES University. The individuals' engagement with a commercial entity and their subsequent evaluation of said entity. A total about 55 responses were collected and subsequently evaluated across multiple dimensions of consumer satisfaction.

RESULT ANALYSIS AND INTERPRETATION

The collected responses are systematically arranged and subjected to analysis in order to derive meaningful interpretations. The collected data is subsequently transformed into visual representations for the purpose of analysis. In order to provide a more comprehensive explanation, the data is provided in the form of pie graphs, which allow for the estimation of the proportion of each category. Additionally, bar graphs are utilized to illustrate the count of respondents. The data analysis was conducted using Microsoft Excel, while the correlation analysis was performed using Minitab, a software widely utilized for comprehensive data analysis with a diverse array of analytical capabilities.

SAMPLE DETAILS

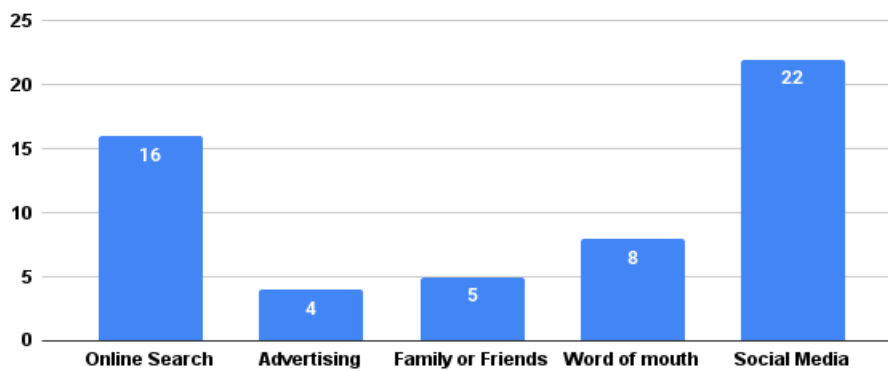
- 1) This is the demographic representation of the sample. We can see that there are a total of 55 responses. There are 35 males and 20 females, here we notice that Male are slightly higher in number.



2) The first question on how did they first hear about the Business?

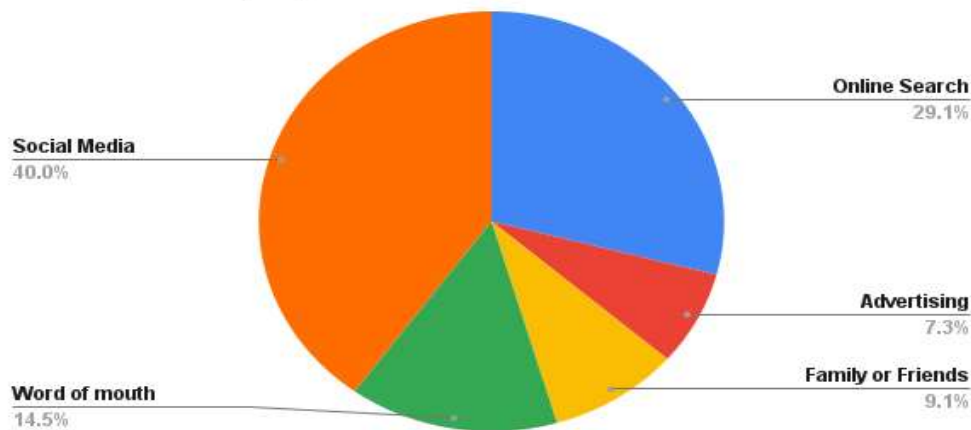
- Social Media responses were the highest with 40% and 22 in count.
- Followed by Online Search with 29.1% in total and 16 head count.
- Word of Mouth stands third with 8 responses and a total of 14.5%.
- Followed by Friends or Family with 5 responses with 9.1%. Last came Advertising with 7.3% totally and with just 4 responses.
- We can conclude that Social Media or Online search are the most influential when it comes to Students.

Count of How did you first hear about this Business/Company?



Count of How did you first hear about this Business/Company?

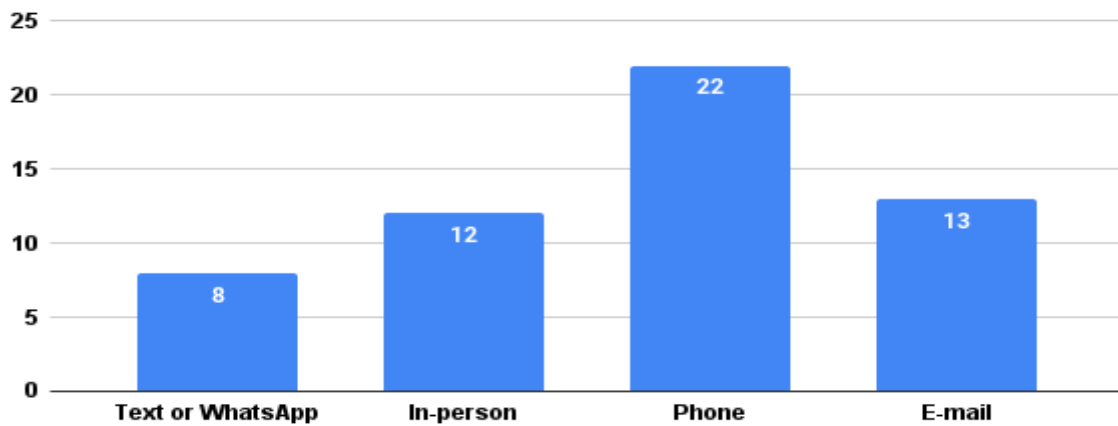
Count of How did you first hear about this Business/Company?



3) What type of Communication do you prefer when interacting with a Business?

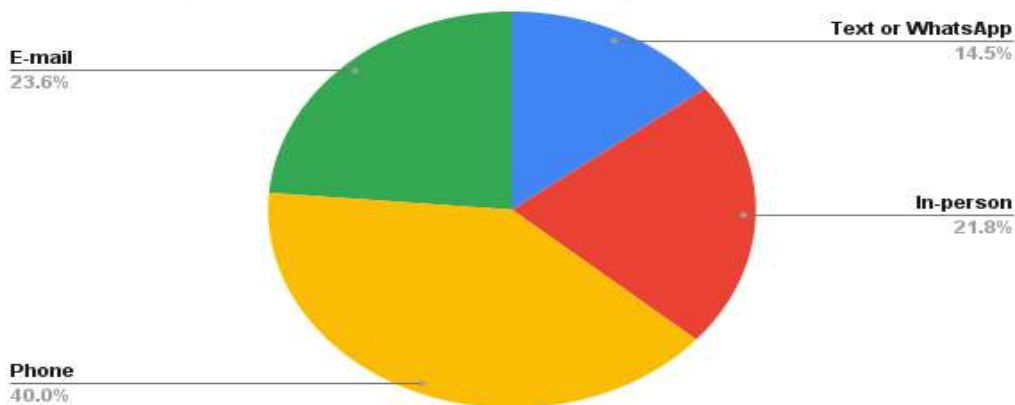
- Through Phone is highest with 40% and with 22 responses.
- Second is through E-mail with 13 responses and totally 23.6%.
- Followed by In-Person with 21.8% and with 12 responses.
- Last stands Text or WhatsApp with just 8 responses with 14.5%.
- We can conclude that Communication is better through Phone Calls rather than Texts or WhatsApp.

Count of What type of Communication do you prefer when interacting with a Business/Company?



Count of What type of Communication do you prefer when interacting with a Business/Company?

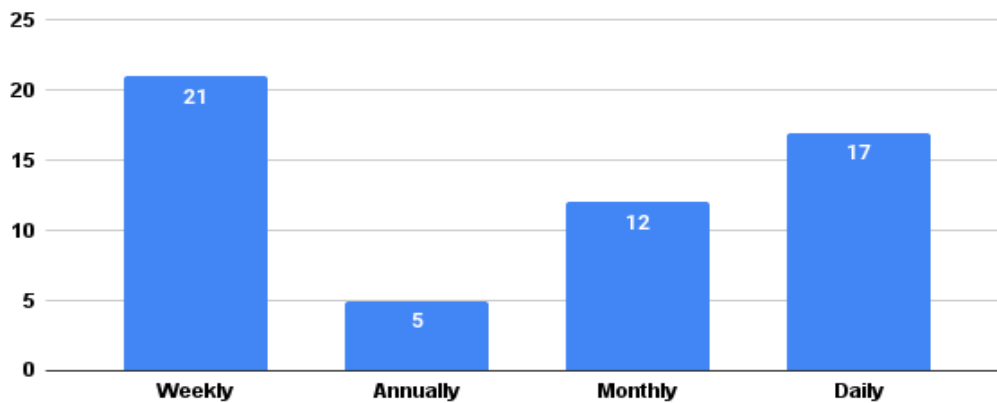
Count of What type of Communication do you prefer when interacting with a Business/Company?



4) How often do you Communicate with the Business?

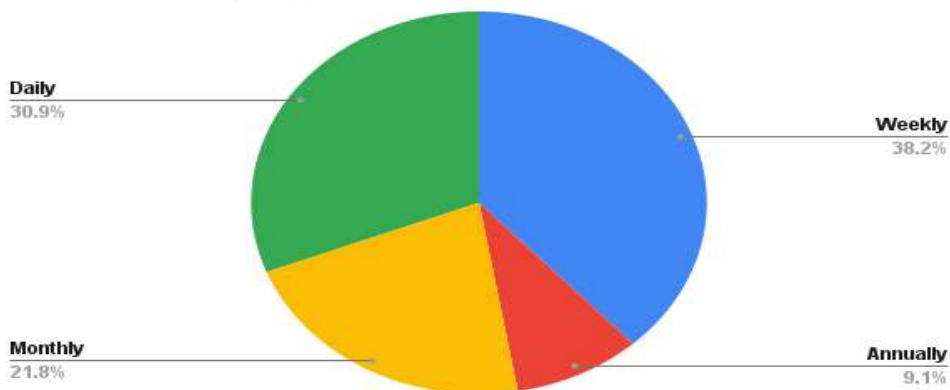
- Weekly Communication stands first with 21 responses and a percentage of 38.2%.
- Second is Daily Communication with 17 responses and a percentage of 30.9%.
- Monthly responses were 12 and a total percentage of 21.8%.
- Last stands Communication Annually with 5 responses and 9.1%.
- We can conclude that Communication that takes place weekly or regularly is with a higher percentage. Hence Communication is the main aspect for Businesses to flourish.

Count of How often do you communicate with the Business/Company?



Count of How often do you communicate with the Business/Company?

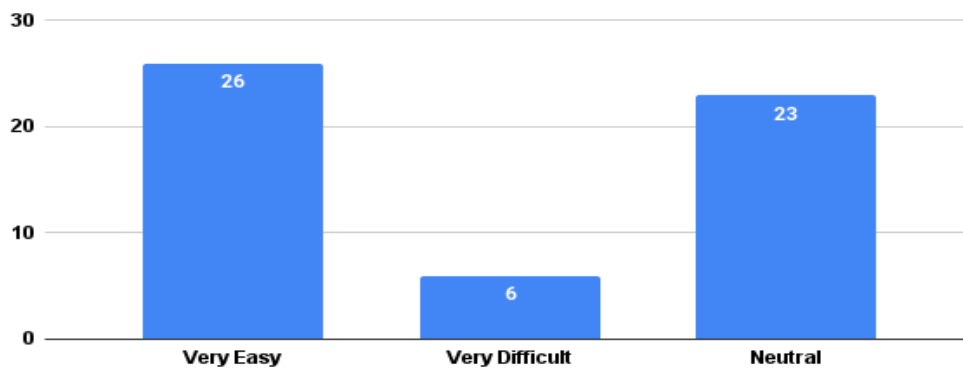
Count of How often do you communicate with the Business/Company?



5) How easy was it to get in touch with the Business?

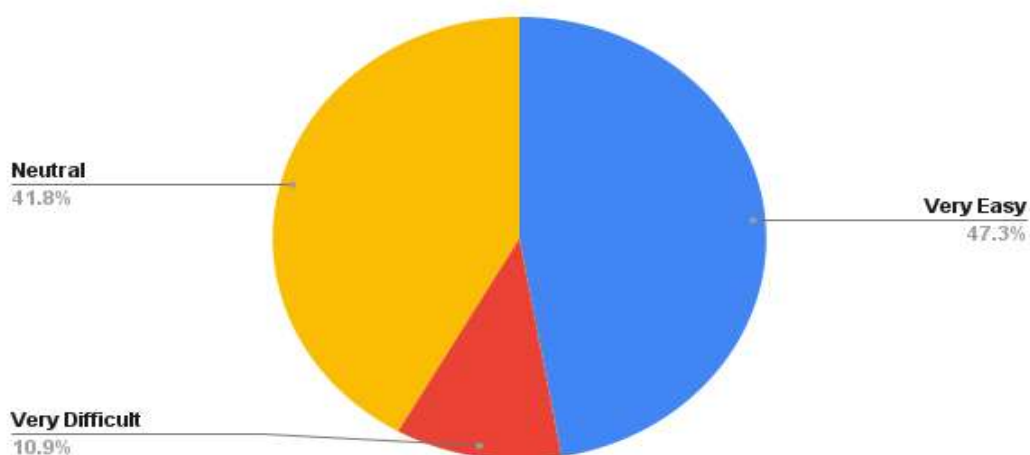
- This questionnaire was categorized into 3 mainly Very Easy, Neutral and Very Difficult.
- Very Easy was the highest with a total of 26 responses with a percentage of 47.3%.
- Neutral stands second with 23 responses with a percentage of 41.8%.
- Later comes Very Difficult with just 6 responses with a percentage of 10.9%.
- We can conclude that it was quite Easy to get in touch with the Business, which means the interaction or Communication between them was Good.

Count of How easy was it to get in touch with the Business?



Count of How easy was it to get in touch with the Business?

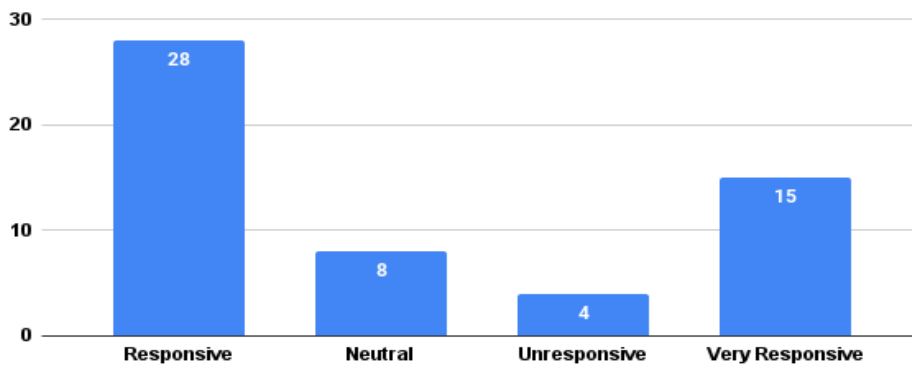
Count of How easy was it to get in touch with the Business?



6) How Responsive is the Business to your Inquiries or Concerns?

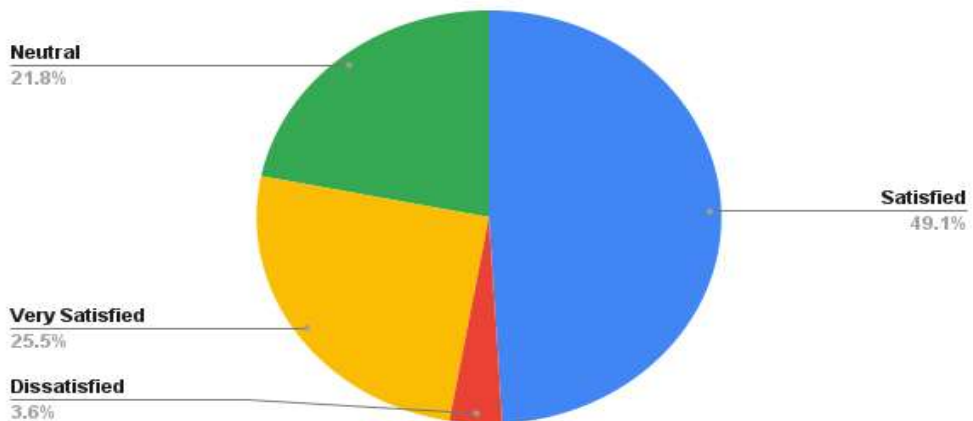
- Responsive is the most with 50.9% totally which is more than half the responses with 28.
- Very Responsive stands second with 15 responses and 27.3%.
- Neutral stands third with 8 responses and 14.5% totally.
- Unresponsive is last with just 4 responses and 7.3%.
- We can conclude that when the Business is actively Responding to their Concerns or Issues, the Communication is better.

Count of How responsive is the business to your inquiries or concerns?



Count of How responsive is the business to your inquiries or concerns?

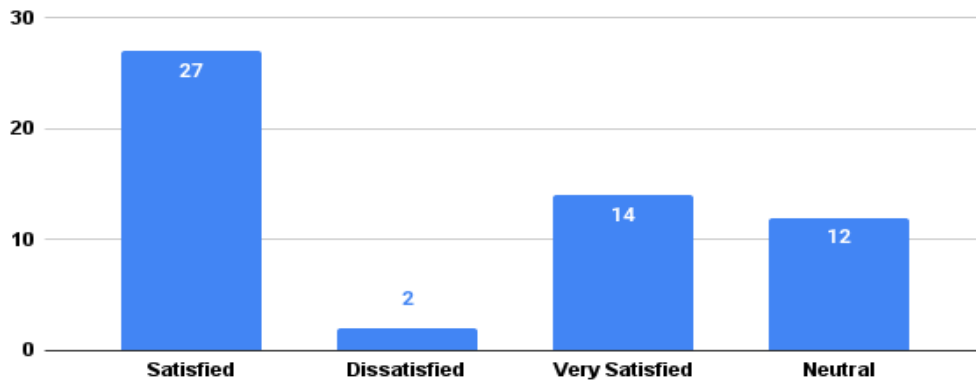
Count of How satisfied are you with the way your concerns or issues were handled?



7) How Satisfied are you with the way your Concerns or Issues were handled?

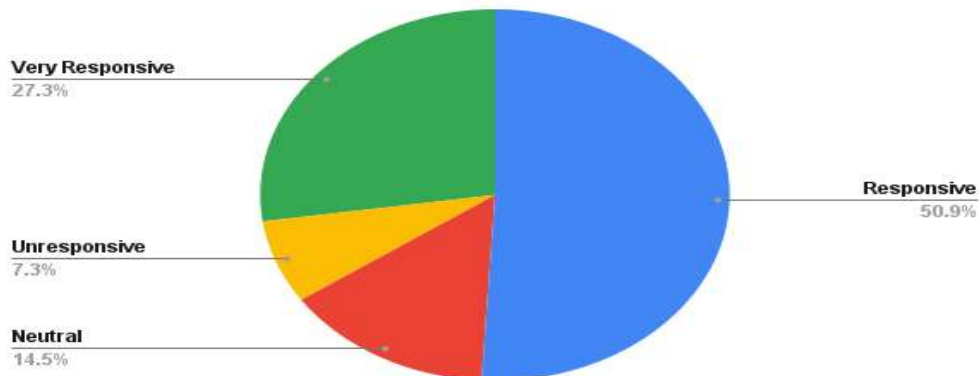
- Satisfied stands first with a total of 27 responses and a percentage of 49.1%.
- Very Satisfied stands second with a total of 14 responses and a percentage of 25.5%.
- Followed by Neutral stands third with 12 responses and a percentage of 21.8%.
- Lastly is Dissatisfied with 2 responses and 3.6%.
- We can conclude that Customers are satisfied with the way the Business is responding or addressing their Concerns or Issues.

Count of How satisfied are you with the way your concerns or issues were handled?



Count of How satisfied are you with the way your concerns or issues were handled?

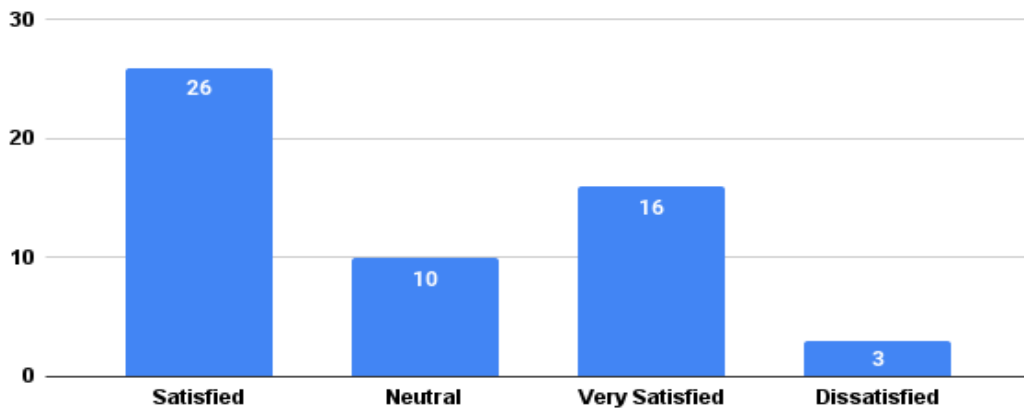
Count of How responsive is the business to your inquiries or concerns?



8) How satisfied are you with the level of Attention and personalization provided by the Business?

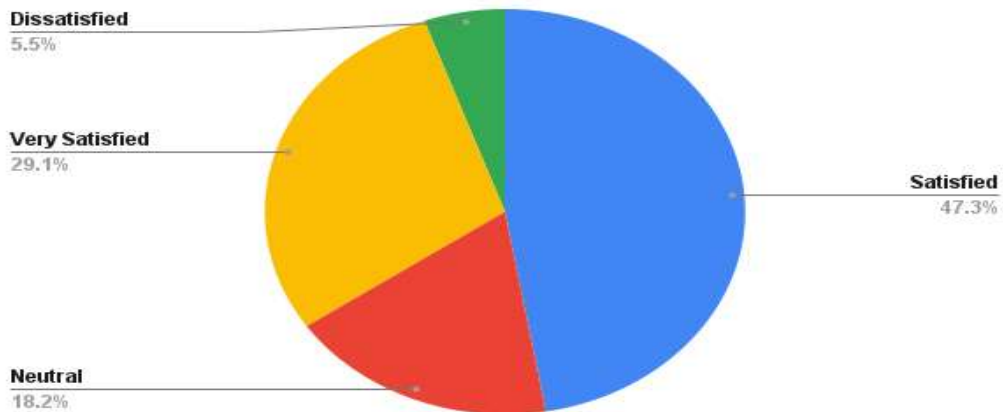
- Satisfied have the highest responses with 47.3% and with 26 responses.
- Very Satisfied stands second with 16 responses and a percentage of 29.1%.
- Neutral stands third with 10 responses and a percentage of 18.2%.
- Dissatisfied stands last with just 3 responses and a percentage of 5.5%.
- We can conclude that when Level of Attention to Customers are high, they are satisfied and the Communication between them increases.

Count of How satisfied are you with the level of attention and personalization provided by the business?



Count of How satisfied are you with the level of attention and personalization provided by the

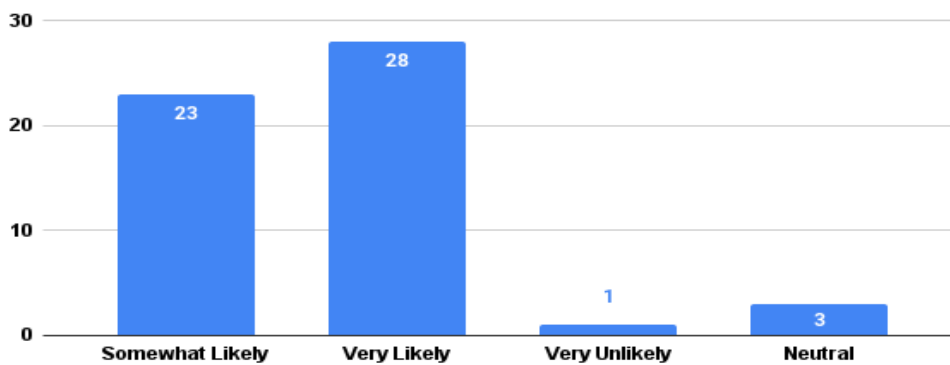
Count of How satisfied are you with the level of attention and personalization provided by the business?



9) How likely are you to recommend this Business to a friend or family member?

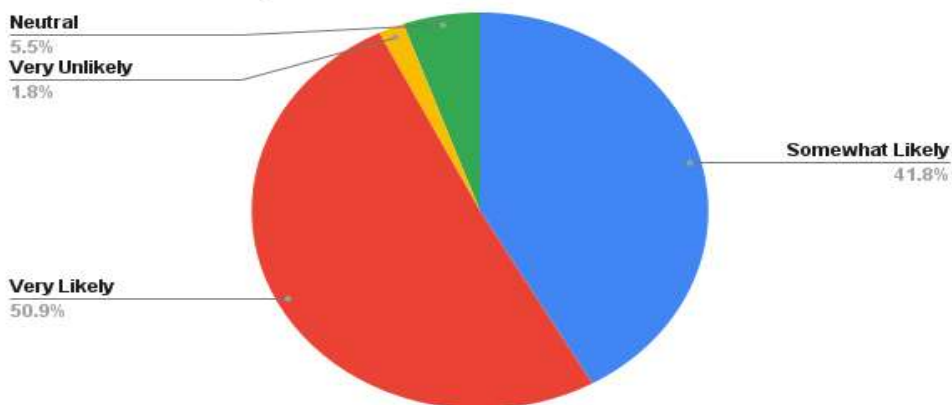
- Very Likely is the most responded with 28 and a percentage of 50.9%.
- Somewhat Likely stands second with 23 responses and a percentage of 41.8%.
- Neutral is just 3 responses with a percentage of 5.5%.
- Very Unlikely is the least with 1 respond and a percentage of 1.8%.
- We can conclude that Clients would recommend this Business to their Family Members or Friends as they are satisfied with the Business.

Count of How likely are you to recommend this Business to a friend or family member?



Count of How likely are you to recommend this Business to a friend or family member?

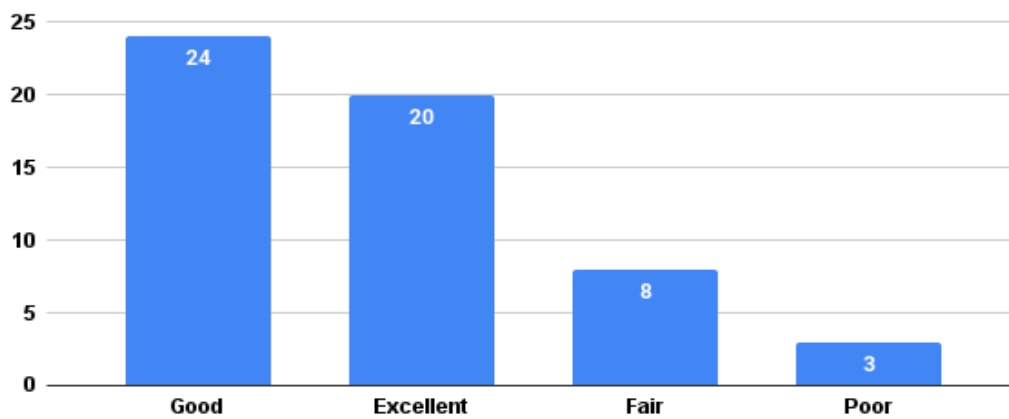
Count of How likely are you to recommend this Business to a friend or family member?



10) How would you rate the Overall professionalism of the Business' Communication?

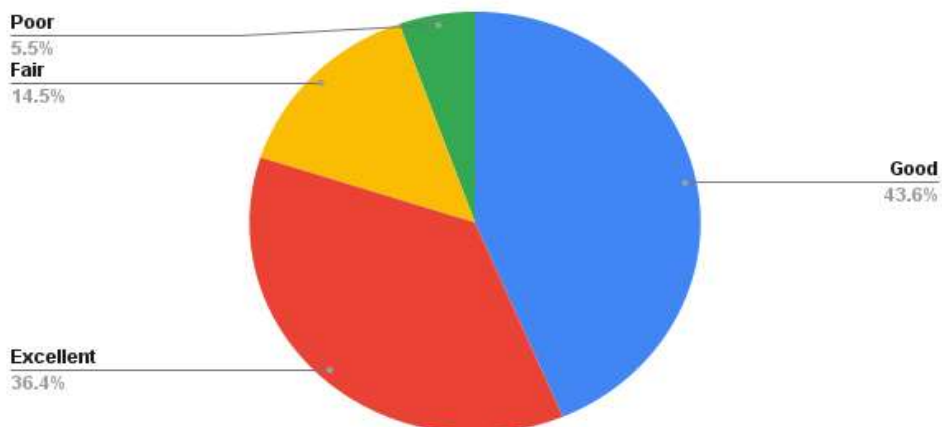
- Good stands first with the Overall communication of the Business with 24 responses and 43.6%.
- Excellent stands second with 20 responses and a percentage of 36.4%.
- Fair stands third with 8 responses and a percentage of 14.5%.
- Last stands Poor with just 3 responses and a percentage of 5.5%.
- We can conclude that when Communications with Customers is more, their response to the Business is positive.

Count of How would you rate the overall professionalism of the business' communication?



Count of How would you rate the overall professionalism of the business' communication?

Count of How would you rate the overall professionalism of the business' communication?



DATA ANALYSIS: CORRELATION

1) Correlation is for the Responsiveness of the Business to their Issues or Concerns and their Satisfaction to address Customer’s Issues and Concerns.

- There are 4 responses for Responsiveness:
 - Very Responsive – 1
 - Responsive – 2
 - Neutral – 3
 - Unresponsive – 4
- There are 4 responses for Satisfaction:
 - Very Satisfied – 1
 - Satisfied – 2
 - Neutral – 3
 - Dissatisfied – 4

This data was formulated and the count of each response was taken and tabulated for Responsiveness vs Satisfaction.

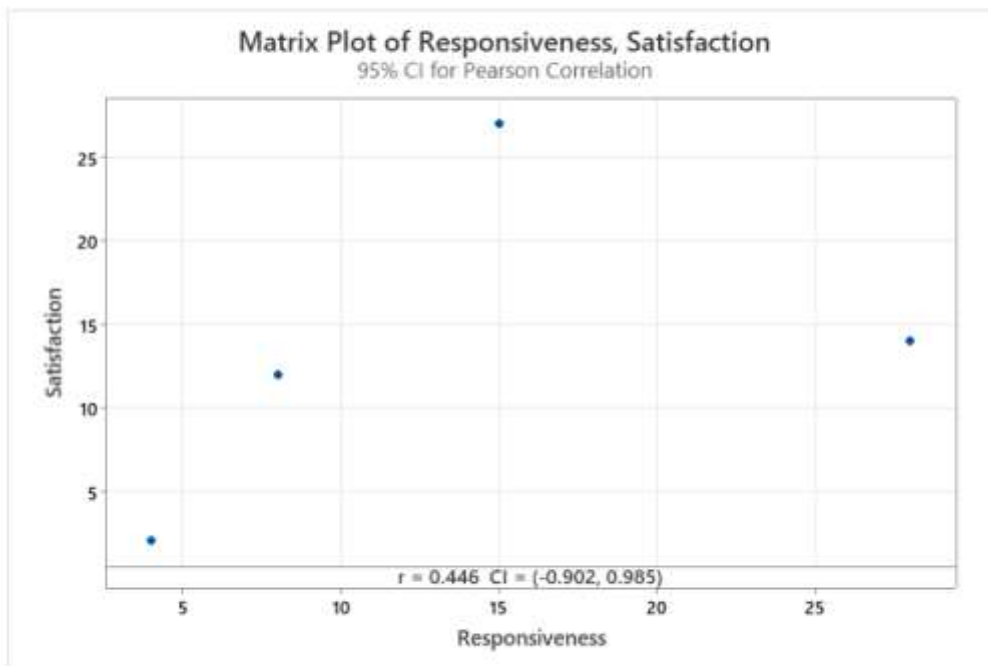
Here we take Satisfaction as a Dependent Variable and Responsiveness as Independent Variable.

Q1			Q2	
Very Responsive	15		Very Satisfied	14
Responsive	28		Satisfied	27
Neutral	8		Neutral	12
Unresponsive	4		Dissatisfied	2
TOTAL	55		TOTAL	55

+	C1-T	C2	C3
		Responsiveness	Satisfaction
1	Very Responsive	15	27
2	Responsive	28	14
3	Neutral	8	12
4	Unresponsive	4	2
5	TOTAL	55	55
6			
7			

Responsiveness vs Satisfac...
Level of Attent

RESPONSIVENESS VS SATISFACTION

Correlation: Responsiveness, Satisfaction**Method**

Correlation type Pearson

Number of rows used 4

p: pairwise Pearson correlation**Correlations**

	Responsiveness
Satisfaction	0.446

Pairwise Pearson Correlations

Sample 1	Sample 2	N	Correlation	95% CI for ρ	P-Value
Satisfaction	Responsiveness	4	0.446	(-0.902, 0.985)	0.554

- Correlation between them is 0.446 which is a positive correlation.
- Which implies they are correlated to each other.
- We can conclude that if the Response to Customer's Issues are addressed frequently, then the Customer's Satisfaction is high.

2) Correlation is for the Level of Attention the Business gives to their Customers and Customer’s Response to Recommending this Business to others.

- There are 4 responses for Level of Attention:
 - Very Satisfied – 1
 - Satisfied – 2
 - Neutral – 3
 - Dissatisfied – 4
- There are 4 responses for Recommendation:
 - Very Likely – 1
 - Somewhat Likely – 2
 - Neutral – 3
 - Very Unlikely – 4

This data was formulated and the count of each response was taken and tabulated for Level of Attention vs Recommendation.

Here we take Recommendation as a Dependent Variable and Level of Attention as Independent Variable.

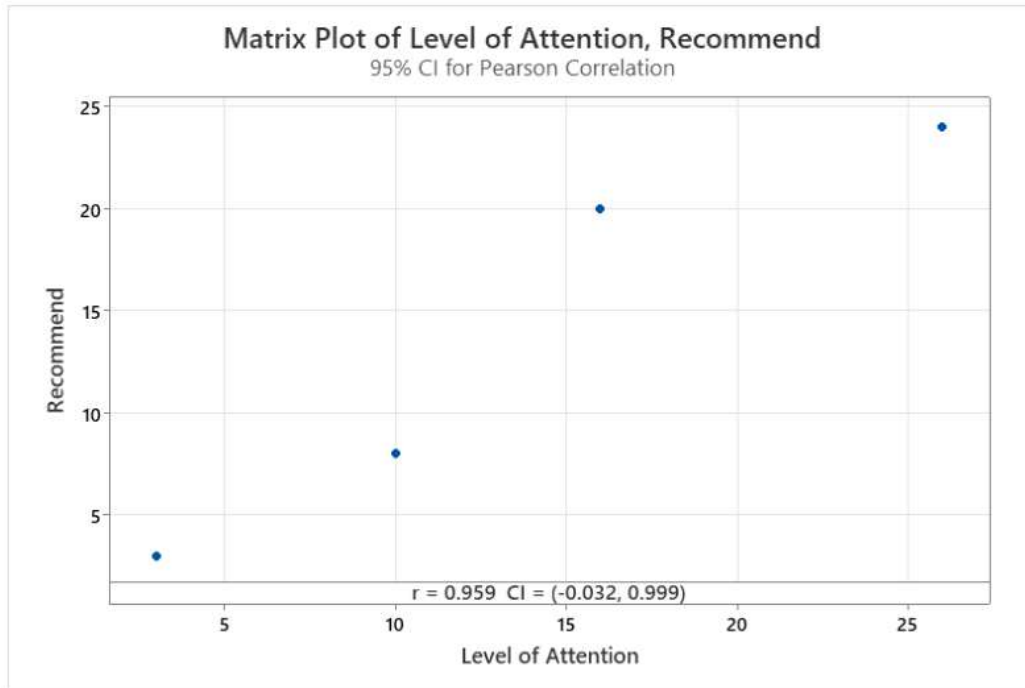
Q3		Q5	
Very Satisfied	16	Excellent	20
Satisfied	26	Good	24
Neutral	10	Fair	8
Dissatisfied	3	Poor	3
TOTAL	55	TOTAL	55

↓	C1-T	C2	C3
		Level of Attention	Recommend
1	Very Satisfied	16	20
2	Satisfied	26	24
3	Neutral	10	8
4	Dissatisfied	3	3
5	TOTAL	55	55
6			
7			

☰ |◀ ◃ ▶▶ + Responsiveness vs Satisfaction **Level of Attent**

LEVEL OF ATTENTION VS RECOMMENDATION

Correlation: Level of Attention, Recommend



Method

Correlation type Pearson

Number of rows used 4

p: pairwise Pearson correlation

Correlations

	Level of Attention
Recommend	0.959

Pairwise Pearson Correlations

Sample 1	Sample 2	N	Correlation	95% CI for p	P-Value
Recommend	Level of Attention	4	0.959	(-0.032, 0.999)	0.041

- Correlation between them is 0.959 which is a positive correlation.
- Which implies they are strongly correlated to each other.
- We can conclude that if the Level of Attention to Customers are great, then Customers will Recommend this Business.

3) Correlation is for the Overall Professionalism of the Business' Communication to Customer's Response in Recommending this Business to others.

- There are 4 responses for Overall Professionalism:
 - Excellent – 1
 - Good – 2
 - Fair – 3
 - Poor – 4
- There are 4 responses for Recommendation:
 - Very Likely – 1
 - Somewhat Likely – 2
 - Neutral – 3
 - Very Unlikely – 4

This data was formulated and the count of each response was taken and tabulated for Overall Professionalism of Business' Communication vs Recommendation.

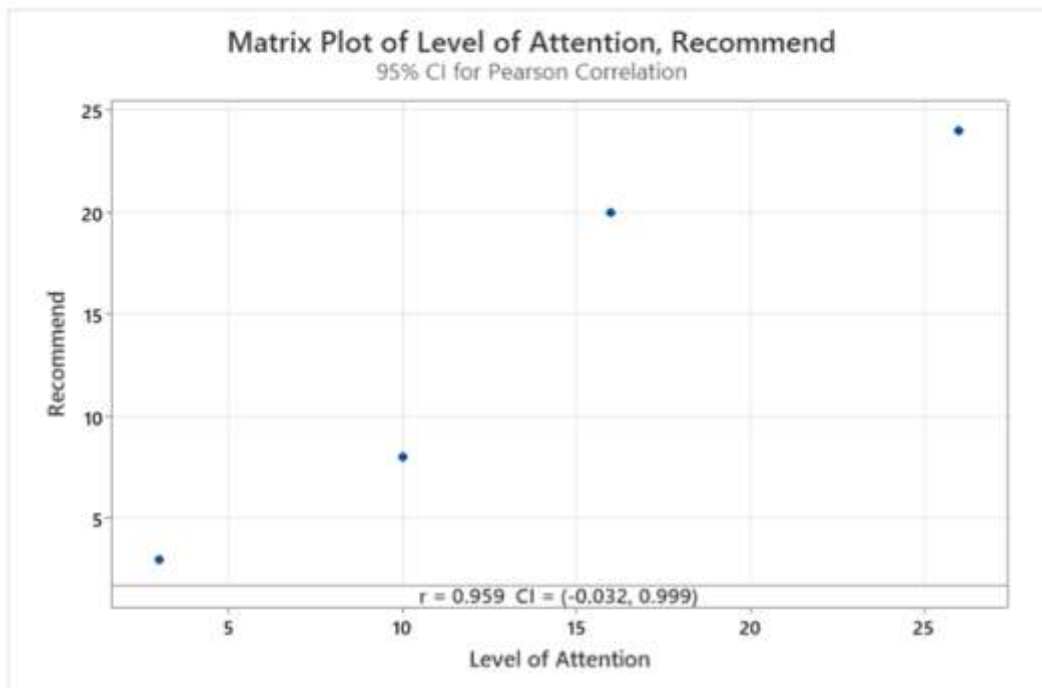
Here we take Recommendation as a Dependent Variable and Overall Professionalism as Independent Variable.

Q4		Q5	
Very Likely	28	Excellent	20
Somewhat Likely	23	Good	24
Neutral	3	Fair	8
Very Unlikely	1	Poor	3
TOTAL	55	TOTAL	55

↓	C1-T	C2	C3
		Professionalism	Recommend
1	Very Likely	28	20
2	Somewhat Likely	23	24
3	Neutral	3	8
4	Very Unlikely	1	3
5	TOTAL	55	55
6			
7			

☰ | ◀ ▶ + | Responsiveness vs Satisfaction | Level of Att

LEVEL OF ATTENTION VS RECOMMENDATION

Correlation: Level of Attention, Recommend**Method**

Correlation type Pearson

Number of rows used 4

p: pairwise Pearson correlation**Correlations**

	Level of Attention
Recommend	0.959

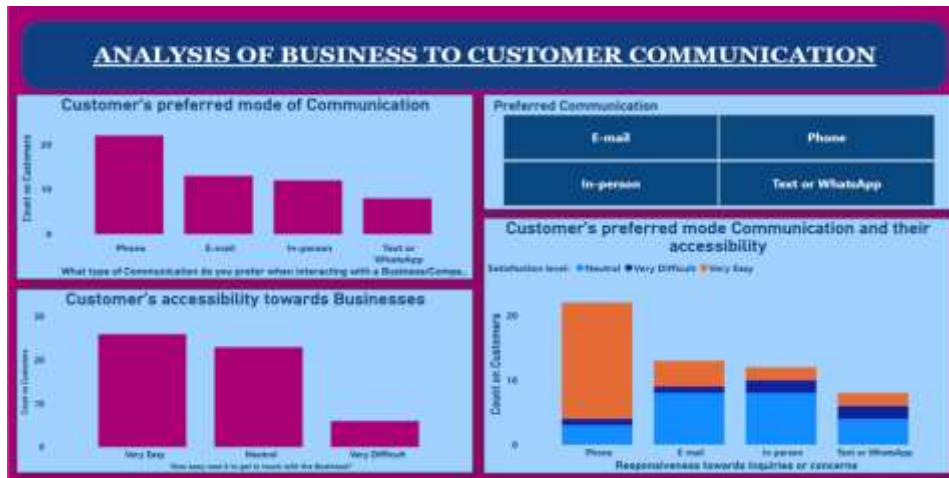
Pairwise Pearson Correlations

Sample 1	Sample 2	N	Correlation	95% CI for p	P-Value
Recommend	Level of Attention	4	0.959	(-0.032, 0.999)	0.041

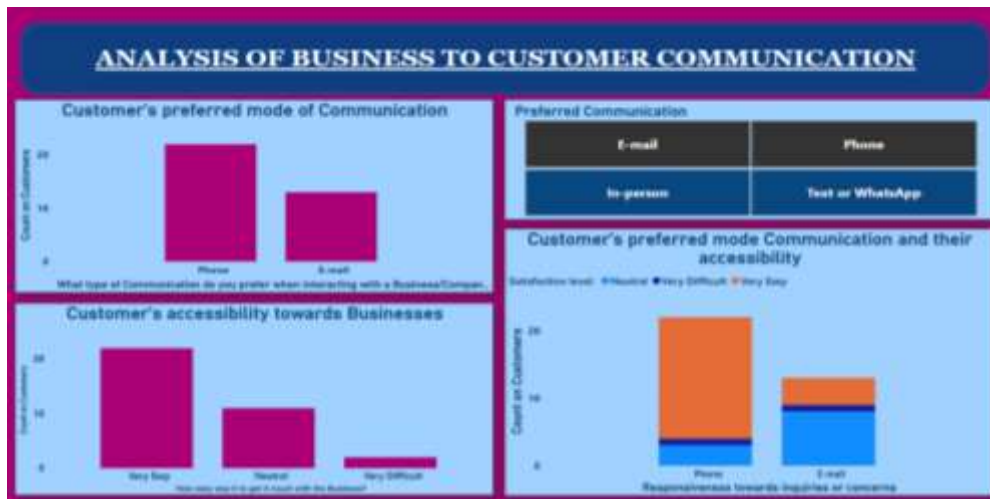
- Correlation between them is 0.959 which is a positive correlation.
- Which implies they are strongly correlated to each other.
- We can conclude that if the Overall Professionalism of the Business' Communication to its Customers are great, then Customers will Recommend this Business.

ANALYSIS USING POWER BI

Analysis on customer’s preferred mode of Communication with Businesses.



This dashboard represents the count on customers on the preferred mode of Communication and how easy is it to contact the Company / Business.

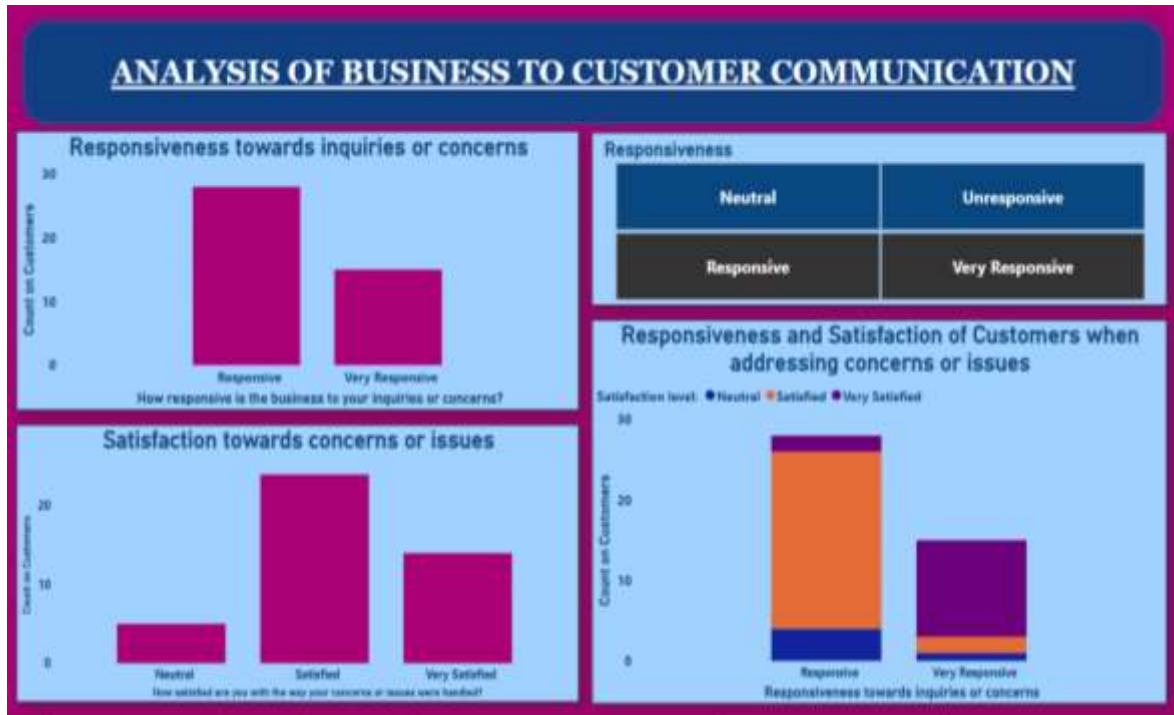


Through this analysis we know that Phone and E-mail attained the highest responses, this states that Communication over Phone has maximum effectiveness followed by E-mail. The reachability of Companies or Businesses through these modes of Communication has a significant impact as we can see the Satisfaction Level has Very Easy and Neutral with maximum responses, Very Difficult having just 3 responses.

Analysis on customer’s Satisfaction Level on Businesses Responsiveness towards Customers Issues and Concerns.



This dashboard represents the count on customers perspective towards the Businesses responsiveness and Customer’s Satisfaction.



Through this analysis we know that the maximum votes obtained are for Responsive and Very Responsive. This states that when Companies Respond to their Customers issues and concerns quickly, the Customers are satisfied with their Responsiveness. We can interpret that when the Communication between the Company and customers are quite frequent then Customers are Satisfied with the Business.

Analysis on customer’s Satisfaction Level on Businesses Responsiveness towards addressing their Issues and Customer’s satisfaction on Recommending the Business.

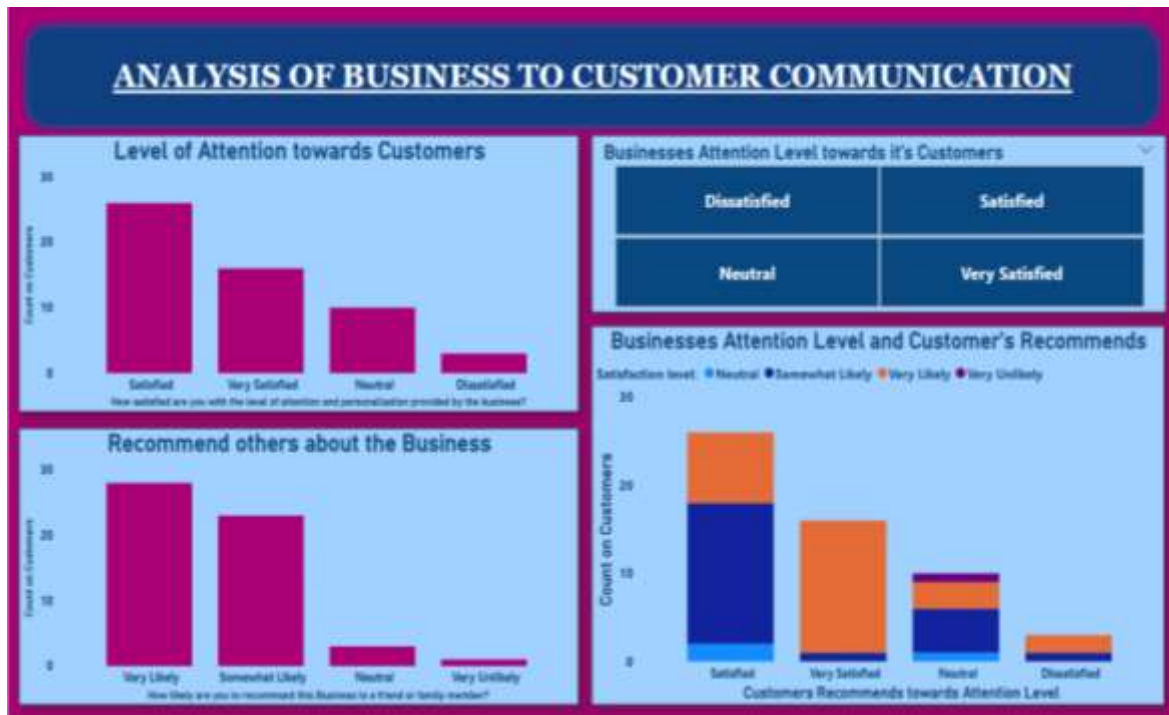


This dashboard represents the count on customers Satisfaction Level towards the Businesses responsiveness and them Recommendation this Company/ Business to others.

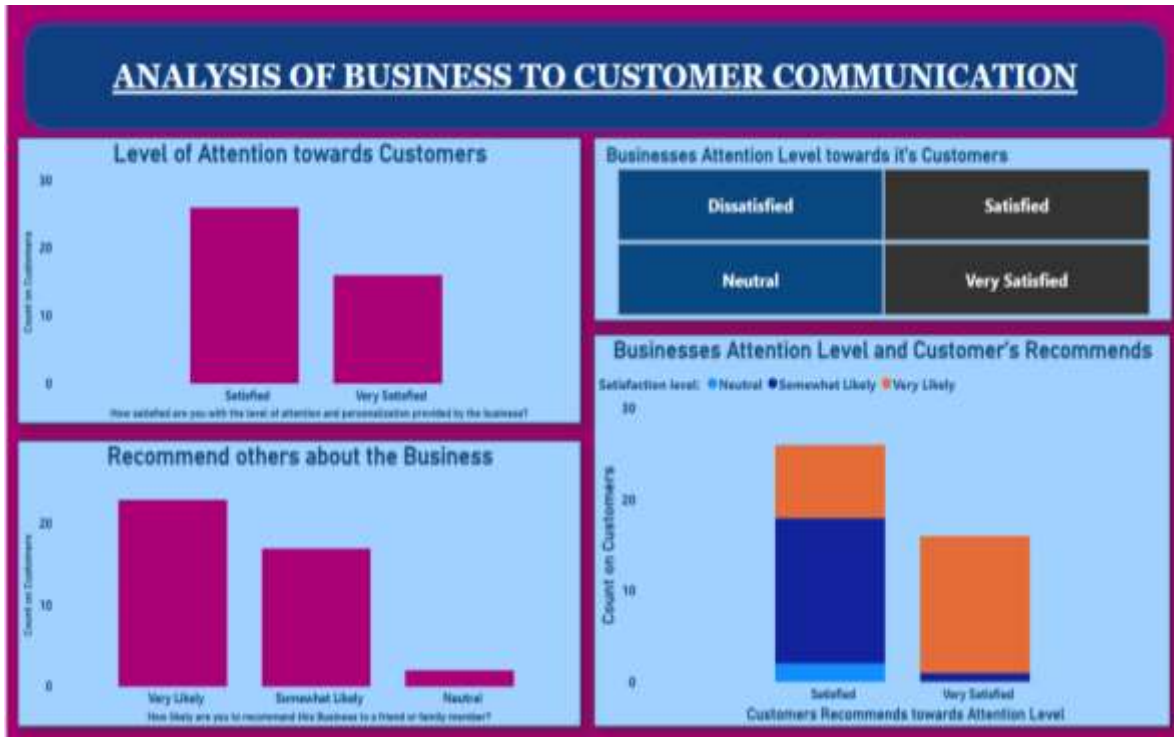


Through this analysis we know that the maximum votes obtained are for Satisfied and Very Satisfied. This shows that when Customers are Satisfied with the way businesses address their Issues, Customers would Recommend this Business to others like friends and family. We can understand that only when there is a proper Communication between them, Customers are happy and this helps the Business to grow and gain their Brand Image.

Analysis on the Level of Attention the Business gives to its Customers and their Recommendation about the Business to others.

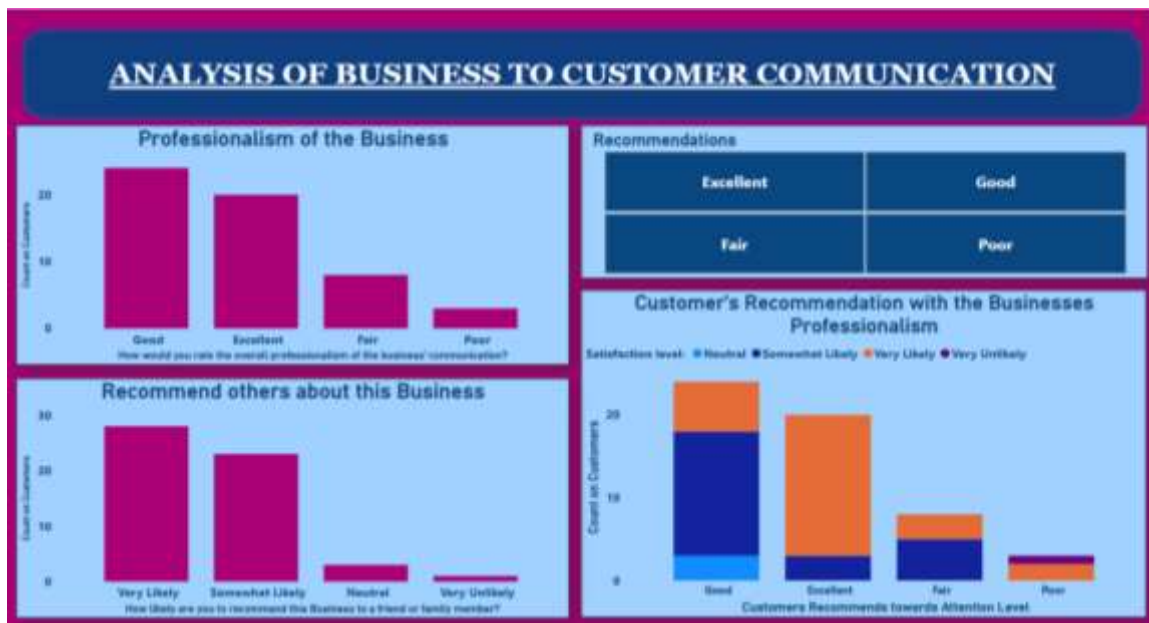


This dashboard represents the count on customers towards the Businesses Attention Level to its Customers and the impact it creates on Customers to recommend their Business to others.

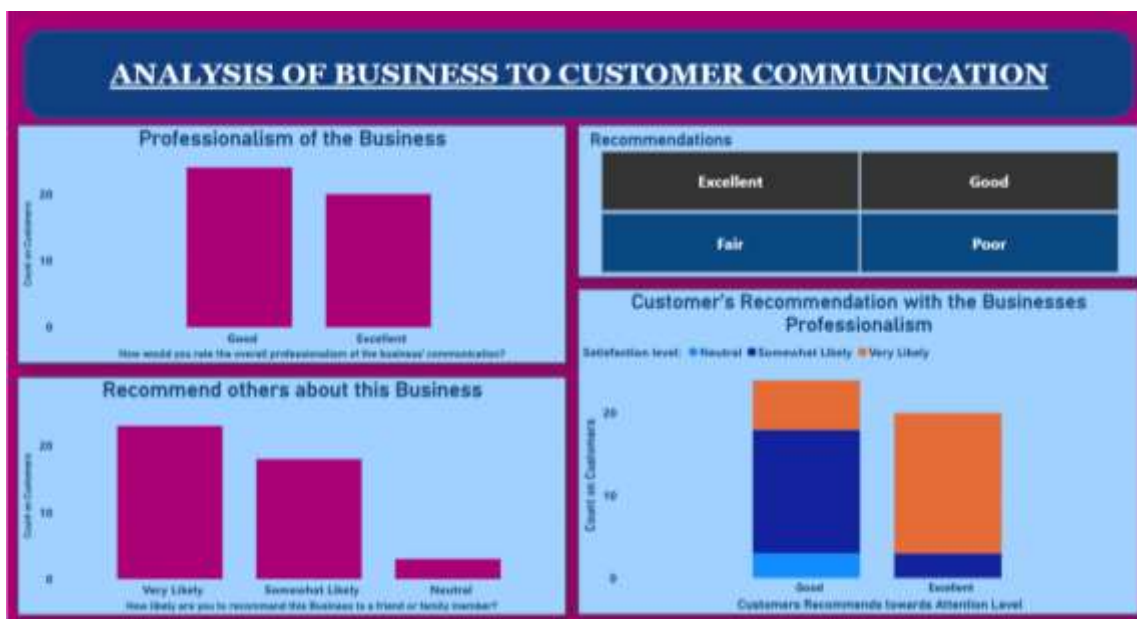


Through this analysis we know that the maximum votes obtained are for Satisfied and Very Satisfied. This shows that when Customers are Satisfied with the Attention the Businesses gives it's customers. Which impacts the customers recommendation about the Company to others, through this we can understand that if the Communication are smooth between the customer and Company, this also impacts the growth of the Company.

Analysis on the Overall Professionalism of the Business and Customer's Recommendation about the Business to others.



This dashboard represents the count on customers perception towards Business's Professionalism and impact it creates on Customers to recommend their Business to others.



Through this analysis we know that the maximum responses obtained are for Good and Excellent. This shows that when Customers are Satisfied with the Businesses Professionalism it gives the customers. Which impacts the customers recommendation about the Company to others, through this we can understand that if the Professionalism is well maintained between the customer and Company, this also impacts the growth of the Company.

CONCLUSION

Business enterprises that engage in client networking through the provision of personalized training will possess a competitive edge vis-à-vis their rivals. Through the process of transactions and interactions, sometimes referred to as "engaging in business activities," an organization could acquire knowledge pertaining to consumer behavior and preferences. In return, buyers can acquire knowledge about an organization at following stages of purchase, by means of their interactions as well as experiences, as well as via engaging in business transactions with said organization.

There are three key areas throughout the product life cycle where information sharing can play a significant role. These categories include: Increased exchange of information between vendors on market and consumer patterns has the potential to yield enhanced understanding of customer behavior. This approach has the potential to enable both parties to enhance the quality of services provided to the client. Two trading partners have the potential to engage in collaborative efforts to enhance the production of items that effectively cater to consumer preferences through the exchange of information pertaining to real-time demand. The establishment of effective communication channels facilitates the exchange of dependable and up-to-date operational information among the two trading partners.

The study has produced positive results indicating the effectiveness and efficiency of communication practices within the organizations under examination. In regard to many facets of professional behavior exhibited during client communication, the congruity between the feedback received from employees inside the firms and that from the clients is indicative of the commendable quality of the established communication.

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