

# Customers Are King



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It is said nowadays that whether one buys a cup of coffee, a holiday, a house or a car the decision of purchasing has to be emotional. More importantly it is a crucial factor in customer retention and loyalty.

Customer satisfaction is the underpinning factor in customer experience. Customer should feel good in doing business with the product or the service provider. While purchasing rationality, reflection, judgment of pros and cons do play a part but it has to have an emotional side to it. Ones gut feeling, intuition, sense and interaction plays a significant role in buying. In every single encounter what the customer feels or doesnt feel is directly related with the service providers managerial capability and handling of customer expectations. Customer experience doesnt end in keeping a smiley face or having a soft tone while communicating with an irate customer.

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