

Chapter Review

37

Customer Services and Consumer Protection

Objectives...

- 1 define and evaluate the requirements for customer satisfaction and customer service
- 2 list common methods to protect consumer interests

Key Terms

Customer satisfaction

when an exchange meets the needs and expectations of the buyer

Customer service

Customer satisfaction in terms of physical distribution, availability, promptness and quality

18. Treating customers fairly is vital to ensuring customers are both won and retained. In this chapter we have evaluated the need for organisations to satisfy customers through the application of the marketing mix, customer service and compliance with the law, standards and codes. We noted that it may not be profitable to attain 100% satisfaction levels and this may not be a suitable goal for some organisations. However, some aspects of satisfaction (consumer protection) are beyond the realm of organisational choice and there may be legal requirements that govern action. Since advertising and promotion play such a significant part in the marketing of consumer goods, it is not surprising that consumer protection applies to these activities.