The Importance of Customer Focus in Fulfilling Customer Satisfaction with Organizations

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Abstract

This study aimed to identify the concept of Customer Focus, and its dimensions represented by (communicating with customer, addressing customer complaints, and meeting customer's needs and desires) and its role in fulfilling the satisfaction of those dealers with organizations, where the researcher relied on the inductive and descriptive scientific method in the process of collecting data. Theoretical information, relying on peer-reviewed journals, scientific theses, studies, researches, references, and Arab and foreign scientific books. The study reached a set of results, the most important of which is that customer is considered the basis that enables any organization to excel over its competitors. Therefore, the organization should constantly strive to improve communications with customers, build an information system that helps in understanding customers' needs and expectations, listen to customers' complaints and take their suggestions in a way that contributes to improving quality of services, thus fulfilling their satisfaction and continuing their dealings with the organization.

Keywords: Customer, Dealer, Satisfaction, Quality, Organization.

Introduction

Organizations constantly strive to achieve efficiency and improve their position in the market, by providing outstanding performance, which will bring them more profits. There is no doubt that achieving profits depends on increasing the satisfaction of those who benefit from the service, which prompts organizations in general to work on developing and updating their goals and strategies, in addition to develop its products and services using the latest methods and the most efficient human resources.

To gain the satisfaction of their customers, organizations relied on focusing on developing and improving the product, but the strategies of modern business organizations have become concentrating on the market and the customer or client, and not just on the product, as a result of openness to global markets and the ease of communication and movement that made the markets changeable, which has a significant impact on changing and raising the levels of customers' desires, needs, and renewed expectations with continuous development, which has made it difficult for organizations to gain customer satisfaction, loyalty, and retain them. Customers of the past cannot be satisfied today with the same means and methods. Therefore, organizations that want to survive and develop seek to focus their attention on attracting and maintaining customers, paying attention to development and studying the market

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by studying customers' needs, understanding their desires, and listening to their complaints and observations.

Problem Statement

Organizations today, with their various specializations, are exposed to many changes and intense competition, such as the opening of new markets by competing organizations. On the other hand, we notice rapid development and change in the desires and needs of those dealers with the organization and a change in the level of their expectations continuously, due to multiple communications, ease of movement, openness of global markets, and other reasons that increases competition to gain customers. This requires management to raise the level of quality of services and products. Successful organizations have begun to follow a customer-focus strategy after considering it as one of the things that constitute a reason for developing the organization's performance and its marketing methods. While many organizations still focus on senior management and its guidance, and others focus on the product. They forget the importance of focusing on the customer's interests, for which the product or service is manufactured, the organization is built, and managers are employed. The research problem can be expressed in the following questions:

1. What is the importance of Customer Focus in fulfilling their satisfaction and continuing their dealings with the organization?
2. To what extent can Customer Focus affect the satisfaction of those dealers with organizations?
3. Does improving service and communication with customers to understand their needs and desires contribute to attracting and retaining them to continue dealing with the organization by gaining their satisfaction?

Objectives of research

This research aims to:

1. Identify the concept of Customer Focus, and know the mechanisms adopted by organizations to retain their customers and target new customers.
2. Studying the concept of customer satisfaction.
3. How the organization seeks to understand its customers, improve the services provided to them, and consolidate the communication with them to fulfill their satisfaction.
4. Determine the relationship and the extent of the impact of Customer Focus in fulfilling the satisfaction of those dealers with organizations.

Significance

Theoretical Significance: it lies in the topic itself, as it is one of the important topics where the concentration is recently. Also the topic of Customer Focus has received the attention of researchers lately. This research is considered a theoretical framework that covers all the elements and dimensions of Customer Focus and the concept of customer satisfaction, etc. It covers related topics, and contributes to developing academic literature and enriching the private library.

Practical Significance: This research can be considered a tool to identify the importance of Customer Focus in fulfilling the satisfaction of those dealers with organizations. It may also help senior management in organizations increase their focus on the customer when developing plans and strategies, which contributes to developing the organization and increasing its profits.

Research Methodology

The researcher relied on the descriptive inductive scientific method, due to its suitability to the nature and objectives of the current study, relying on previous studies and references that dealt with the subject of Customer Focus and satisfaction, aiming to form a perspective on the subject of the study, starting from it to reach the results and develop recommendations.

Research Terminologies

Customers: Customers, clients, beneficiaries, or dealers are similar in meaning, but they differ according to the organization's specialization. The client in commercial organizations is the customer with purchasing power, while in charitable organizations, they include customers or beneficiaries, including volunteers. (Al-Muhaidib, 2017, 10)

Customer Focus: means understanding their needs and expectations, which can translate into further improvement, which subsequently leads to higher quality performance.

Customer satisfaction: It is the customer's feeling of pleasure or disappointment as a result of comparing the performance of the product provided to him, with his previous expectations about it. (Younes, Amara, 2019, 145).

Literature Review

Studies in Arabic:

(Mubarak, Rashidi, 2022)

Entitled: "The Impact of Service Quality on Customer Satisfaction in Investor Service Centers (field study)."

The study aimed to determine the dimensions of the quality of services provided at Investors Service Centers, measure the level of general clients satisfaction, and determine the extent of the impact of these dimensions on customer satisfaction.

The research relied on the descriptive analytical method, and the study found that there is a relationship between the dimensions of quality (reliability, speed of response, trust and security, tangible material equipment, and empathy) and customer satisfaction in Investors Service Centers.

(Sami, 2021)

Entitled: "The Impact of Service Quality Determinants on Customer Satisfaction"
A case study of the Mobilis Telephone Operator - Tebessa Agency.

This study aimed to provide a theoretical framework that defines the various concepts related to service quality, to address customer satisfaction, the nature of the relationship between it and the determinants of service quality, and to evaluate the degree of influence of those determinants (tangibility, reliability, guarantee, empathy) on levels of customer satisfaction.

The research relied on the descriptive analytical method using the (SPSS) program, and the study reached many results, including the existence of a positive and high statistical correlation and influence between the determinants of the quality of service at the mobile agency and its customers' satisfaction.

(Faradi, 2019)

Entitled: "Customers Attraction & Retention Strategies in the Islamic Banks."

The study aimed to identify the strategies that Islamic banks can follow to attract potential customers and re-attract current customers, and to demonstrate methods of customer satisfaction, ways to maintain them, and create loyalty.

The researcher relied on the descriptive approach, and the study concluded that the first step in the client acquisition process is to understand him and determine what he wants, in addition to analyzing his personality and behaviors. Moreover, Convincing him that the products provided to him meet his needs and sometimes meet his expectations.

Studies in English:

(Setiyaji and al, 2022)
Entitled: "The Importance of Customer Focus for Organizational Performance: a Study Focus to an Information and Communication Technology Company based in Indonesia"

The study aimed to examine the influence between organizational customer orientation and Customer Focus practice.

The research was based on a quantitative study that consisted of 150 samples from Information and Communications Technology Company in Indonesia. The data was analyzed with exploratory and confirmatory factor analysis, and the hypothesized relationships were identified through regression analyses. The study concluded that the effect of Customer Focus leads to customer satisfaction. It was found The organizational orientation of customers affects the relationship with them, positively

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and significantly, and subsequently affects production performance, customer satisfaction, and the financial performance of the organization.

(Lily, 2022)

Entitled: "Impact of Customer Satisfaction and Trust in the Context of a Business Ecosystem on Customer Retention in Online Retailers"

The study aimed to investigate how online retailers fulfill customer satisfaction and loyalty and increase their confidence in Amazon's business system.

The research relied on collecting quantitative data from Amazon customers who had shopped once or twice in the past two months to complete research questionnaires, distributed via Facebook and Email. The data was analyzed using (SPSS), correlation and regression analysis, and the study concluded that customer satisfaction and trust in the context of the business system are among the main factors in forming customer loyalty.

(Suvanmanee et al, 2020)
Entitled: "The Relationship between Customer Satisfaction and Organizational Success: A Study of Panasonic".

The study aimed to examine customer satisfaction, which leads to the company's success due to the great competition between brands of electrical appliances, customer satisfaction is one of the basic elements of the company's success.

The research adopted a quantitative approach using questionnaires to collect data. The results indicated that customer satisfaction is an important predictor of a company's success.

Commenting on previous studies, most of these studies dealt with the issue of quality and its applications in the organization, especially the quality of service and its impact on customer satisfaction, strategies for attracting customers and their importance in achieving customer satisfaction in addition to the importance of customer satisfaction in the success of the organization. What is new in this study is the approach to the concept of Customer Focus as one of the dimensions of quality and its impact on fulfilling the satisfaction of those who deal with organizations.

I.   Customer Focus

There is no organization will be able to maintain its customers and gain their loyalty unless there is an element of satisfaction with the organization, its products, and services. Therefore, after attracting customers and strengthening their market position in their minds, organizations should strive to satisfy them and gain their trust. (Faradi, 2019, 1145)

The interest in the field of customer service has increased over the past two decades by academics and professionals alike. Organizations in many competitive

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markets have realized that Customer Focus and providing quality services is the way to excel in their competition with other organizations. Customer Focus is one of the strategic weapons for creating successful interaction with customers and achieving their satisfaction. (First International Conference at Sadat University, 2022, 3)

Customer Focus is considered one of the most important dimensions of the total quality management system (TQM), as the success or failure of the organization is linked to its ability to meet the needs of customers, and to adapt to changes in their tastes and requirements. All activities in the organization should have the primary goal of fulfilling the aspirations of the customer or client and meeting his desires in the fastest time and best quality. (Idris. Abu Al-Rous, 2022, 384.)

The customer is the most important part of any organization, and the starting and ending point for various activities. Therefore, the most important factor that should be taken into consideration when providing a service or good is how the customer judges the good service or good from the bad one. (Qadid, 2021, 41)

Customer Focus is one of the success criteria for the organization. According to this principle, the process of identifying the customer's desires and needs, and reaching his demands begins, then translate those needs into tangible and intangible services. Given the importance of the customer in the organization, total quality management (TQM) Customer Focus. It considers him a partner who contributes to the decision-making process and seeks to fulfill his desires, establish positive relationships, and fulfill his expectations. (Al-Ahmari, 2022, 31)

The process of Customer Focus is defined as the process in which a better understanding of customer needs and expectations is achieved, which can translate work instructions for further improvement, which subsequently leads to higher quality performance. (Adem and Virdi, 2020)

Dimensions of Customer Focus:

Organizations rely on customer-focus strategy because of the difficulty of attracting new customers for a well-known service or product, so they aim to retain existing customers, increase their loyalty to the organization, and spend more money to continue to gain their satisfaction in dealing with it. (https://hbrarabic.com)

Targeting customers:

Growth is a fundamental goal for all organizations. In recent years, many organizations, especially companies operating on the Internet, have focused on acquiring customers, believing that along with rapid growth are main and essential elements in achieving success for the organization. (Gupta and Donald, 2015, 87)

The process of Customer Focus is based initially on how to target customers, which means beginning to activate the relationship with customers and working to

improve and develop communications, along with directing the organization's efforts to the targeted customers. It is a process that involves attracting the right type of customers, creating a relationship with and maintaining it. This aims to develop long-term satisfaction, through a mutually beneficial partnership that ensures customer knowledge, trust, and quality service. (Al-Ahmari, and Abdul Qadir, 2022, 160)

Retaining customers

The concept of customer retention refers to everything related to maintaining long-term customer relationships, as a purpose of inducing repurchase behavior and repeat visits. In the sense of customer continuing to have ongoing relationships with the organization, as some management scholars have defined it as the activities carried out by the organization to reduce the movement of customers to competitors, and as an attempt to meet their expectations to develop long-term relationships with them, (Taha, Saad, 2022, 16). Some organizations are moving towards to involve customers in discussing quality plans, it is a good idea to invite important customers to visit the organization, listen to their opinions, and submit proposals for developing the work. It is also preferable to provide gifts to the customer on official occasions. Follow up the customers who dealt with the organization once, did not repeat the deal again, find out the reason, and make the dealers with organization feel their importance. (Al-Sharif et al., 2020, 75)

Customer Focus process requirements:

Considering that the customer is the focus of the organization's work and its driving force, the organization should move to Customer Focus by working to attract new customers, retain them, and manage the relationship with, through:

Better communications with customers:

Communication is considered an important aspect of successful relationships. It is defined as a formal and informal exchange of information between the service provider or seller, and the beneficiary or buyer (Al-Sawaf, 2021, 20). Successful organizations use customer databases to conduct communications at the most appropriate time. It currently allows what is called segmentation of transactions, along with the aim of retaining customers, by allocating a database for each customer, which helps in anticipating the needs of customers as individuals, as providing this information allows designing specified and targeted programs for each customer, (Mohamed, and Araba, 2021, 71). Communication with the customer consists of the availability of assistance via the phone or via the Internet, and the communication process does not end with the receipt of the message by the recipient, as the sender should ensure that the message has been understood in the required manner, the sender notices the approval or disapproval, and the speed of the feedback process incidence is determined by the situation. In a personal conversation, reactions are elicited at the same moment, while in an advertising campaign they may not occur until a long time

has passed. The process of measuring reaction in the communication process is also considered very important, (Abdel Hamid, Dakrouri, 2019, 6). Each customer represents a separate sector in the market, communication between customers is built in the form of a two-way dialogue, business success in any organization is measured by the participation of customers in communicating with the organization, and the use of technology affects improving the quality of services, reduce operating costs, reduce investment costs, which creates new products and services and leads to improved administrative efficiency that is reflected in communication with customers who deal with the organization, (Al-Jamal, 2022, 2219). There are a set of types and forms of communication, and the most important types of communication are:

- Verbal communication: in which speech is used as a mean that enables the sender to convey the message of the recipient, whether in a written or unwritten manner, and as a result of new technological developments, verbal means of communication have diversified.
- Non-verbal communication: it requires the power of observation from a customer service employee or manager and translating it into the correct intended meaning. (Diop and Al-Mustafa, 2020, 7)

Handling Customer Complaints:

Customer complaints are the expectations of customers that the organization did not care to satisfy. They are a double-edged sword, as paying attention to them increases the customer's loyalty to the organization, while neglecting them leads to customers turning to competitors, (Ibtisam and Amina, 2019, 1). Customer complaints are viewed as an opportunity to solve problems and reveal weak points. Organizations that rely on customer relationship marketing respond quickly to their customers' complaints. (Al-Sawaf, 2021, 20). The term "Handling Customer Complaints" is known as It is a comprehensive term for an organization's systematic efforts to correct a problem after a service failure, and to maintain goodwill and reputation with customers for retention. It is considered a process in which service failure is transformed into a new and unexpected opportunity to obtain customer satisfaction, (Jannat and Abdel-Wahab, 2019, 326). There is no doubt because there is a difference in the process of handling complaints. Some of them can be addressed immediately and some of them need to be verified, generally The process of handling customer complaints goes through the following stages and procedures:

- Examination and sifting stage: In this stage, the process of collecting complaints, examining, and verifying them is proceed, then sifting is carried out, which means removing unacceptable or unreal complaints, and keeping the real complaints to facilitate the process of resolving the complaint.
- Verification and inquiry: where the reason for filing the complaint, its causes, and the problem that the customer encountered is searched for and verified whether it is an urgent complaint or not.

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- Decision making: At this stage, the appropriate decision should be made on how to resolve the customer's complaint in proportion to the type and extent of the complaint's importance and its necessity for the customer, specifying the period within which the solution will take place whether the complaint is urgent or not. (Ibtisam and Amina, 2019, 2)

Understanding Customer Needs:

Understanding the customer and knowing his needs and desires are the most important things that enable organizations to gain the satisfaction of their dealers. Therefore, as a first step, they should understand the needs and desires of customers, and be in constant contact with current or potential customers, to know the factors that determine the purchasing behavior of customers. (Noman, 2021, 27). Organizations seek to provide services and products that match the specifications expected from customers; therefore, they take notice to obtain information that enables them to develop their products in line with the actual expectations of people applying to obtain the product. (Muhammad, 2020, 75). The process of understanding customers' needs is based on having constant contact with current or potential customers, so that it is possible to know the factors that determine the purchasing behavior of these customers. Understanding customers and being aware of their needs and desires is the most important thing for any organization. (Younis and Amara, 2019, 145). Organizations should be able to perform their tasks in an optimal way than competitors, with regard to identifying the needs of their customers and meeting their desires. Understanding the customer's needs also requires:

- Pay attention to the time it takes for the service to be implemented and delivered to the customer.
- The greater the level of understanding of customer needs, the higher the level of loyalty to them.
- Organizations that seek to understand and respond to their customers' needs gain competitive advantage. (Ali, 2021, 2230)

There are several ways through which the organization can identify and understand the needs of customers, the most important are:

1. Surveys: They provide comprehensive information about customers' needs, and help knowing the reasons, desires and needs that motivate them, or the problems they want to solve.
2. Taking advantage of social networking sites: These sites allow communication with customers through comments, messages, and interactions on posts, which enables organizations to accurately determine customer needs.
3. Artificial Intelligence: which has become used to identify the current and future needs of customers. (https://blog.khamsat.com/customer-needs/)

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II.   Dealers Satisfaction

Dealers Satisfaction has become one of the most important things that all organizations seek to achieve, as it is not possible for any organization to guarantee its survival and continuity in the competition, without achieving the satisfaction of its customers with the products or services it provides thus gaining their loyalty. (Youssef Kaltouma, 2019, 123). Dealers Satisfaction is the cornerstone of all marketing activities, as the importance of satisfaction lies in its ability to influence post-purchase behavior. (Jubouri, Bou Salah, 2020, 655). It is also known as a state of the buyer's perception of the adequacy or insufficiency of the value he received compared to the amount of sacrifice he incurred.

Dealers Satisfaction also defined as studying the customer, knowing his trends, and the purchasing mechanism he adopts, determining what he wants and what he expects from the organization, and then translating that into a product or service that is compatible with the customer's expectations and desires. (The First International Scientific Conference, 2022, 6). Satisfaction was also defined as an emotional response to the experiences made by the customer, which are related to the products or services that he purchased. That emotional response represents the customer's reaction resulting from the evaluation process, and the cognitive perception process with what he thinks he will get. (Ahmed, 2019, 435)

The Importance of Fulfilling Dealers Satisfaction

The satisfaction of those who deal with the organization is one of the most effective criteria for judging its performance, as it is one of the factors that enable the organization to survive and continue. (Younes and Amara, 2019, 145).

The importance of dealers satisfaction lies in the fact that:

1. Customer satisfaction contributes to the possibility of generating new customers.
2. Customer satisfaction represents a measure of the quality of services provided, and reduces the possibility of switching to another competitive organization. (Sami, 2021, 273)
3. The organization that concerned with the satisfaction of its dealers has the ability to protect itself from competitors.
4. Organizations that seek to measure the satisfaction of their dealers can determine their market share (Younes and Amara, 2019, 145).

Variables that can be measured the customer satisfaction:

There are several variables that can be measured to determine the extent of customer satisfaction with the organization:

- **Reliability**: means the ability to consistently fulfill promises.
- **Flexibility**: speed of change and adaptation to new requirements.
- **Accuracy**: disallowing errors or defects to appear, by working correctly from the first time.
- **Empathy**: giving attention to customers.
- **Responsiveness**: Always ready to provide assistance when customers need.
- **Assets**: Equipment, materials, places, communication devices, and the physical environment that are necessary for work.
- **Time**: main working hours, and additional time needed to complete efficiently.
- **Quantity**: profit and loss, budget increase or decrease.
- **Quality**: The quality of materials, processes and outputs. (Al Haj, 2019, 19)

III.   The relationship between Customer Focus and fulfilling dealers satisfaction

Today, organizations work in an environment characterized by complexity and intense competition, which has made them realize that their strategic decisions should be more customer-oriented, as it is the most important governing elements for their success and continuity in the market. This is demonstrated by researching and understanding the customer's expectations, trying to translate his perceptions into what meets his needs and desires, thus reaching the highest levels of satisfaction among customers, and building a strong relationship with them, that leads to gaining their loyalty. (Sami, 2021, 267)

Any organization should also focus on customers by providing good services at the time of sale and after-sales services, thus it will satisfy customers, which leads to establishing long-term relationships with, and targeting new ones. (Jabouri and Bou Salah, 2020, 654). Al-Muhaidib emphasized that Customer Focus to know his needs is one of the most important thing that achieves the satisfaction of customers and beneficiaries of the organization, by clarifying the importance of Maslow's pyramid in identifying the needs and desires of customers in order to develop plans to reach them and achieve dealers satisfaction when identifying the priorities of the needs of the beneficiary or customer, leaders in organizations are able to plan to reach the most important needs and desires. (Al-Muhaidib, 2017, 69)

Al-Jammal believes that organizations should have comprehensive knowledge about their customers and competitors. He considers that acquiring specific and accurate information about customers and competitors is a critical first step to achieving success in the market. It emphasizes that customer satisfaction is necessary for the organization to achieve outstanding sustainable performance. Therefore, organizations are interested in collecting information about customers, analyzing it to find out their requirements and needs, and conveying appropriate knowledge about the products.

Knowing the customer is the basis of most valuable improvements for those who deal with the organization. (Beauty, 2022, 11)

Managing the relationships of those who deal with the organization and the beneficiaries of the service is based on meeting and exceeding their expectations, which leads to achieving their satisfaction, as it allows the dissemination of information related to the beneficiary of the service through the organization, such as resolving the complaints of service beneficiaries for effective management of relationships (Al-Qahtani, 2022, 202). Indicated by a lot of research related to the requirements for applying total quality management (TQM), considering that the customer is the focus of the organization's work and its driving force, and that achieving final customer satisfaction is the basis for quality in the organization that will achieve its excellence and status, because not paying attention to the customer to gain his satisfaction and loyalty will be an obstacle to the organization's success. (Al Hajj, 2019, 17).

Results & Discussion

The researcher reached the following results:

1. The customer is considered the fundamental that enables the organization to excel over its competitors. Therefore, the organization should constantly strive to maintain the satisfaction of his needs and desires, and even strive to provide the best that exceeds customers' expectations and fulfills their satisfaction.
2. The satisfaction of those who deal with the organization is the key to retaining it, and retaining customers depends on understanding their needs, improving the services provided to them, and opening good channels of communication with them.
3. The organization should provide services and products that meet the customer's needs and desires which are consistent with his expectations, and achieve customer satisfaction.
4. The success of many services depends on interaction with customers that leads to their satisfaction.
5. Improving communications with customers enables collecting data and building an information system that helps understand customers' needs and expectations, thus achieving their satisfaction and continuing their dealings with the organization.
6. Listen to customer complaints and take their suggestions into consideration contribute to improving the quality of services.
7. The satisfaction of those dealers with the organization necessarily leads to ensuring its profit, as he will be ready to repeat the purchase of its products, in addition to the fact that it will be a free advertising means for the benefit of the organization, through his expression of his state of satisfaction and speaking positively to those around him about the product or service.
8. Human interaction with the customer facilitates the communication process between internal and external customers in the organization.

9. The cost of targeting new customers exceeds the cost of retaining old customers.

Recommendations

According to the results reached, the researcher presents a set of recommendations, which are:

1. Adopting a customer-focused strategy including the organization's plans, targeting new customers and retaining old customers.
2. Enhancing the process of contacting customers in order to expand the database and information related to the needs and desires of customers to achieve a long-term relationship with.
3. Ensure that customer complaints are addressed to fulfill the highest level of customer satisfaction.
4. Involving clients in the planning process and taking into account their opinions and suggestions.
5. Determine the type of customers to be targeted, focus on internal customers not just external ones, and strengthen their affiliation with the organization, as they are responsible for improving service and achieving communication.

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