

Application of Service Marketing: With A View To Customer's Relationship in the Field of Marketing And Human Resource Management

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Abstract- "Service", in simple terms the action of helping or doing work for someone. A service is something that the public need, such as transport, communications facilities, hospitals, or energy supplies, which is provided in a planned and organized way by the government or an official body.

I. INTRODUCTION

Services constitute a very significant portion of the business market. There has been an enormous growth of the service sector. It is the largest sector in most of the economies and it is the fastest growing sector in many of them. The developed economies are primarily service economies in the sense that the service sector generates bulk of the employment and income. The contribution of services to GDP and employment is substantially high in, particularly, the developed economies.

II. ELABORATIVE APPROACH



Source: - 123rf.com Dia 1.1.

III. FINDING

- Important for growth of any business.
- Difference in the experience of service for every customer.
- Made the availability of products easier.
- Prime impact is created by Word Of Mouth.
- It is more labor-intensive process.
- Consumer feedback's act as a positive responsive for the company.
- Its main objective is Customers Comfort.

CONCLUSION

Organizations that want to provide outstanding customer service have to address every aspect of customer management with equal intensity. Top-notch workflows and supply chain performance are essential to excellent customer service. But, so too are the underlying emotions. trust and control customers experience during interactions with an organization. Emotions, trust and control often drive, or subconsciously reinforce, how customers perceive service interactions. Organizations that take the time to understand each of these elements can discover opportunities to create improved, excellent customer services.

REFERENCES

- [1] <http://www.economicdiscussion.net/marketing-2/>

APPENDIX

Diagram 1.1

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