

## **PARTNEERING - NEW QUALITY OF CUSTOMERS SERVICE**

### **Abstract**

Modern marketing should begin with potential customer needs, as well as partnering which depends on making the highest quality in customer's service field. This quality means something really special for buyers needs'. So the marketers who think about prospective future in market should estimate what kind of satisfaction our customers are willing to have their full satisfaction. Partnering which means new 'thinking way' is very useful marketing tool.

The partnering idea leans on direct marketing ( 4c formula) , but it concerns all marketing details serving a main purpose – to reach a new client and keep old one with the firm.

### **Keywords**

Marketing, partnering, prospective client.

Today's market, being the collection of many parts from the sides of demand as well as supply, undergo occurrences of huge pressure not only from the side of competing companies but also, in the larger scale, from the side of customers.

Client as the priority Power indicates the success path of companies. Making his selections he verifies different suppliers and if the price is negative he changes the purchase source without long consideration about it.

So, everybody who considers to be on the market in the future, shall design his strategy to make his company competitive on the European market. Meanwhile many companies complain that their offer is closely similar to their rivals' one and that is why it is harder for them to distinguish themselves from other ones. Moreover, nowadays a trademark does not fully decide about success on the market. In the bigger scope the product's success is dependant on the art of keeping clients with the company and ability to collect new ones. This measures lean on creating original solutions for particular clients. This is the scope of partnering as itself and it should be understood as the creation of new customer service quality.

Today's free market realities are bringing in the more and more interdisciplinary character and require from producers and traders to understand that customers' buys are not just products but also something more. First of all they buy an imagination and so the favours' feelings.

An entrepreneur, who has got his development strategy designed, has to cope with the additional part of creating his image showing to client profits that one can get out from cooperating with him. He has to focus on user's prestige and possibility to fulfil ones very particular requirements only just by buying the given product.

Traders, who dream about the market success, should even stroke their clients, psychically off course - these are requirements of acting within partnering. The most important in fulfilling partnering intentions is the proper personnel selection. The main role belongs to workers - traders whose task is to create the proper relationship with clients. The most important resource in every company should be its staff. People are the basic part of any organization existence and they are placed before such elements like product and profit. Each reasonable boss knows that if he does not have a good working staff to his disposal then any other parts of the company's assets will not be as valuable as people. Traders who work in good and nice atmosphere and relevant financial motivation have got higher professional efficiency.

One of the Nobel Price laureates in field of economy from 2001., George G. Akerlof D. Sc. proves that if an employer gives to his employee thde remuneration that is higher then the monthly average then in return he receives highly qualified employee and, what is the most important, his loyalty. Trained, well-organized and properly financially motivated customer service element means a long-term clients' loyalty and it allows to create basics for partnering. The matter that is particularly important is to motivate the staff in such way that they create additional advantages that make the offered products more attractive. These advantages include the set of values that create the high quality of particular trademark.

This include:

- Company's reputation. The company, which is known of its reliability and advertises in luxury magazines what also raises the prestige of product's users,
- service quality. Personnel who is perfectly informed about product advantages and who enrich the value of offered products and rendered services by their highly cultural customer service and in this way they make a client to trustful towards the

company,

- post-selling services like: sustaining promotion, warranties, product maintenance, trainings,
- sensitivity towards natural environment. Today, the most important thing is no understanding of ecological matters. It is the result of fact that ecological investments are expensive and people also suffer lack of reason. The partnering aspect of additional value considers the usage of ecological components or packages that are friendly towards natural environment,
- keeping the stable and high quality products,
- ability to offer clients more then they expect (to enrich the "bare" product with the set of advantages that make the trademark's reputation).

The most important, out of the above long list, are off course points connected with the creation of highest work with client quality. In this place I would recommend to Polish entrepreneurs and traders the acting principle of Japanese managers. Well, according to them, the client's trust is the most valuable for the company - that is why the main impact should be directed for making our clients satisfied by producing modern and required products and not by profits or competition. Japanese directors, who were interviewed, claimed that the approach towards customer service in Japan and in Western Europe differs significantly. European person who has worked either for American and Japanese company gave an example. "The first that draw my American boss's attention were the financial results of company. My Japanese's boss first of all wanted to see shops, their personnel and customers."

No doubts though, that in the literature about our subject we can meet both either American and Japanese approach towards customer service problem.

Americans like to act in accordance with the principle: ("hit and run mentality") while Japanese treat client as cultivation so they cherish contacts with him counting on stable effects of such way of thinking.

A good trader remembers that sellers and buyers must be partners. This is the basic way of thinking in the scope of partnering - ability to offer a client-partner more the he expect.

Ability to notice and predict receivers' needs is very important in sustaining a

stable and high quality of products.

It has already passed more than 10 years since the moment when we started to create a free market economy in Poland. Despite, there are still many companies that focus on selling their product then fulfilling client's needs. Fulfilling client's needs as itself is a basis of today's consumer's market and in its scope the demand creation determines all actions. According to sociologists, "the need" is "the feeling that shows some kind of satisfaction lack that is the result of clients' life conditions".

The main factor that create people's needs is, besides consumer's taste or style and his financial condition, purchasing preference. We can consider the consumer's preferences are the kind of product's evaluation measures collection that consumers meets in the market.

Every consumer, considering his wealth and point of interest or the cultural circle from which he originates and in which he lives, has got his own needs' hierarchy. This hierarchy can be fulfilled if there are proper conditions in this matter such as ones that are expected by a consumer. The point is that the structure of consumers' preferences decide about creating purchase intention. Marketing is a tool that show intentions and needs that clients have got and which should be fulfilled by particular products. Marketing measures are used either to create a consumption capacity and structure as well as to make new needs. Showing these needs and their fulfilment in the way that they exceed basic consumer's expectations should be performed by marketing measures of those marketing crew and traders who think perspectively about their existence on the market.

Partnering is heading to full personalization, it means to adjust products to individual needs of particular receiver. The idea of individual approach towards clients is the only measure of partner marketing. The care of creating feeling that distinguish approach towards each particular client should be the overriding value for the company.

The partner marketing using a partnering conception of today's marketing creates an effect of mutual benefits by receiving satisfaction and loyalty of seller and buyer.

In partnering the most important is concentration on selling subject which include a necessity to constantly motivate clients when they make their purchases. The reason is that as long as they are not countenanced they will buy much less articles or they will not buy at all. This is why the fast changes postulate of still

prevailing in our country way of thinking and acting on the market which is described as traditional marketing or product aimed marketing should be considered as the one that is necessary.

Twenty five years ago Prof. Philip Kotler, the father of today's marketing, proposed to overcome from supply orientation (4p) to demand orientation (4c) where the consumers are considered as priority and they are the indication of every market changes.

The classical marketing mix includes 4p paradigm (product, price, place, promotion) which is a supply orientation because it concerns a look onto the market through the prism of producer's expectations.

Today, almost half century after this kind of acting, entrepreneurs have to be conscious that today's market generally creates demand and so the client has to be rapidly identified to determine his needs and to try to discover his intentions that may manage his way of acting. They should be changed into efficient demand by proper marketing measures.

A need of change the way of thinking about how to treat a company's partner - client become an urgent necessity nowadays.

The traditional marketing should be rapidly replaced by direct marketing which is also called as a dynamic marketing because it concentrates on the market through rapidly changing client's needs and his demand expectations.

The dynamic marketing includes 4c paradigm (client aimed orientation) (customer value, cost, convenience, communication).

The fact is that in the stable economic civilizations a marketing created by producer and trader is becoming less important in aid of dynamic marketing what gives a client a leading role. In our country, what should be stressed, there are still too few producers and traders who can see the need to look onto the market with client's eyes.

The partner marketing leans on keeping constantly the word about supplying products of promised high quality as well as additional advantages (perfect service, ethical approach towards user) - in general, when the client has problems with purchased merchandise etc.

It is necessary to consider needs, preferences, requirements and even the way of thinking of real and potential receivers. **It is helpful to build clients' loyalty but the**

**more of similarly good quality trademarks on the market, the harder this process becomes.**

The natural element of market behaviour is searching for new impressions and experiences by less and less loyal consumers (variety seeking behaviour).

The purpose of marketing measures undertaken in sale shops by traders is to call out the hidden demand which is to become open to client.

Among sources of company's success according to managers, the used way of serving clients is listed on the third place after attractive assortment offer and price policy.

The literature of subject gives many principles of good and efficient marketing but the truth is that there is only one principle of efficient marketing: "-learn about your client". The rest is just an explication of this thought.

Apart from above, the most important mistakes of Polish traders which show their unacquaintance of buyers' expectations include:

- not following the needs and tastes of clients,
- lack in sustaining sincere contacts with clients,
- neglecting conversations with clients (90% of Polish companies do not ask their clients about their existence on the market). In this way these companies freely bereave themselves a possibility to get free information/opinion about their products.
- they do not remember about the fact that success in marketing starts from the good acquaintance of client.

The rising rank and position of client on the market is shown by the fact that not only market segmentation or directing actions towards the particular receiver but imagination about the product among the group of targeted receivers become nowadays more and more important than marketing mix 4p and even marketing 4c.

The particular meaning of positioning, it means making a strategy of creating unique ofert position comparing to competition's one leans on acquiring for it a distinguished place in the receiver's consciousness.

Companies that use strategy of adjusting to client's needs must always create and modify their products in order to fulfill needs of particular clients in the best way. The main value of the company is ability to solve specific problems of clients.

The traits of placement strategy are:

- concentration on determining client's needs,

- implementing optimal client-aimed solutions,
- building the ties between companies and clients (clienting),
- aiming for creation of original quality solutions that are assigned for particular clients (partnering).

The practical placement strategy performance requires, on one hand, to collect the large number of necessary information about client and, on the other hand, ability to absorb them and rational usage.

Creating so called loyalty programmes helps in collecting information about clients. Despite the fact that it is very profitable, it is slightly popular among Polish entrepreneurs. Results of such programmes prove so called Vilfredo Pareto's rule - the classical marketing principle saying that 80% of company's profits is generated by its 20% permanent clients.

The partner marketing leans on client's participation in creating a chain of mutual values. It is used either by "permanent clients' records", "prospecting" and CRM system (Customer Relationship Management). The main company's values is a deep knowledge about tastes, preferences and purchase habits of clients. Buyers should be distinguished in the way that they should be interested in changing their status from one time client into the permanent client who is treated as the business partner.

Issue that refers to consumers' habits have deciding influence on creating consumers' satisfaction that is why it should be considered in the scope of knowledge about attitudes and the consumer expectations of our receivers. It should be remembered that market actions of competitors should be considered as a necessary minimum below of which level the company can not bring its actions granting that the particular company wants to stay on the market.

A long time ago marketing people understood that the product's quality should allow not only to satisfy the usage according to the purpose of the particular product but it should give a maximum satisfaction because of possessing it. That is not all, this satisfaction should be the one that consumers has not expected. This is even more important when you sale valuable products. Sometimes even this kind of actions is not enough. The consumer who lives a non-conformist life expects that products will be something more than just pure products. He wants to feel them and

to be close to them.

Relationship between needs and the behaviour of satisfied client is included in the model of learning elaborated by J. Howard and J. Sheth.

needs ----- desire ----- action ----- satisfaction ----- repetition

Seeing that the client of new era more and more often does not buy products that are threaten by him as empty things but he purchases the additional value that this products bring into his life like prestige of possessing, safety of possessing and that is why because of the appropriate marketing measures products should be equipped with a symbolic that is expected by consumers.

Today a datum point is not a product that has got many similar rivals. Today the most important is client and his changing needs. Thanks to the consumer's needs analysis it is possible for the producer and trader to prepare for creating a client's satisfaction.

With market philosophy understood in this way, a company absolutely has to adjust all new conceptions and strategies to a client using a communication net to communicate with him. A company improves a cooperation with clients thanks to partnering that is treating client as an equal partner in business to who it is able to offer a new, special quality, This kind of action uses synergy effects that partners bring into the cooperation. This kind of action are used to build prosumment groups who will exert a fundamental influence on the existence of the company on the market. This group of consumers is very interested in participation that means in possibilities of receiving an extraordinary satisfactions.

To collect and keep clients' loyalty from which we have to make our permanent company's partners we even have to predict their wishes. However, to act this way the company has to have a client-aimed action philosophy. It means that companies have to go by with the set of values aimed for the receiver. A good service system has to be always treated from the point of planning a long-term company's strategy because it finally means the reduction of seller's direct costs.

The more and more common occurrence of world economy hiper-competition in which each competitive superiority of one company is immediately copied by others maximalizes efforts in battle to get a new client and keep a present one.



In Poland it also requires to implement actions that create a spectrum of turbo marketing as a determination of necessity to accelerate building contacts with clients in the scope of dynamic marketing "4c".

The experience shows that these kind of actions are so popular in North America and they have not met a wide interest of Polish traders so far. They are not a threat for Polish leaders - perfectionists in the field of work with client. It is a result either of full market consciousness lacks of products and services bidders and of the fact that the customer service way is difficult to observe, analyse and implement.

The partner marketing is more and more aimed for possibilities of collecting clients using trademark creation and building on its basis relationships with clients. Nowadays one of the more efficient marketing forms is so called cross-selling that is a mutual recommending to clients services of other companies. No understanding of market realities and a simple professional jealousy make that a minor percentage of Polish companies use this long time ago tested method of mutual receivers collection. The mutual receivers collection strengthens the confidence towards recommending company (considering that a good trademark recommends also a good one) and it contributes to receive a gratefulness of permanent clients. Appreciated client, according to the mutual principle of R. Cialdini, wants to give something in revenge even though to pass to his friends positive information about the company that distinguished it with its care and is anxious for his satisfaction. These kinds of measures are the part of confidence capital (goodwill) what pays in particular during a market fall.

## CONCLUSIONS

The priority idea of partnering is to elaborate such service system that has to contribute to create loyal clients who will be treated as business partners. Such client should be even fascinated. The art of fascinating client contributes to create a positive coupling with trademark, place or staff, what is important in building the group of faithful receivers who trust the company. This is particularly important in situation when a company can not count for a competition advantage over other companies in virtue of possessing some product or rendering some particular service. There are many suppliers of the same products. The success is more and more

dependant on ability to provide an additional value of product because it creates the trademark's prestige on the crowded branding market.

Fascinating client can be treated as the set of actions of which purpose is to make the company part of client's psyche in the way that it steers his consumer consciousness while planning to make new purchases. These kind of actions should be a part of perspective way of thinking.

Meanwhile, as we can see, Polish business characterizes with no consideration of company in the scope of wide social-aimed context. It is a result of management inability to create long term view of their business.

Many local companies conducts a short term development strategy and a current problems seems to be so complicated that there is no time or good will of the management for building and looking into the future.

The priority idea of partnering is a creation of highly valuable company's partners service system. It is a specific mechanism that runs the company's progress in which the customer service is treated as management tools. Good contacts with clients - partners contribute to improvement of company's internal communication by creating crew's self-confidence, strengthen loyalty towards employer and pride from the work in a well managed company. Then it draws other good employees who want to develop their professional career in this kind of company. This is the way how the mutual benefits arrangement emerges - the arrangement of employees and clients who can see the way how their needs are being fulfilled and they connect with the company with a long term cooperation. It contributes to multiply company's financial assets.

The high market position of the company is a result of good company's reputation that should be cherished by caring either of investing in a trademark as well as creating these values that are expected by the client of XXI century.

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