EMPLOYEE ENGAGEMENT AND CUSTOMER SATISFACTION

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ABSTRACT

The focus of this paper is to examine how customer loyalty is impacted by employee satisfaction with their organizational culture in a health care setting. We analyze the influence that employee engagement and satisfaction have on customer loyalty. The firm's commitment to continuous improvement and the behavior of people in the organization toward their customers and each other are vital sources for firms to attain sustainable competitive advantage. In a world of increasing competition for consumer dollars, companies are realizing the need for employee engagement and belief in the organizations core values. A company's core values must be communicated to all employees and must be practiced by all leadership in order to insure buy in to the organizational culture. Organizational culture is translated to consumers by employees and this leads to loyal customers who will not only provide return business, but who will bring in new customers through word of mouth advertising. Since culture is shared by the group, people with an organization should perceive performance, control and behavioral norms similarly. Many studies have been done which show the benefit of employee engagement and how it affects customer loyalty. Without employee engagement, it is nearly impossible to connect with the consumer as the front line employees are the people that carry the organization's culture and value system to the consumers. If employees are engaged, they will project this to the consumer and customer loyalty will be the result.

INTRODUCTION/CONCLUSIONS

Future research is suggested based upon prior research and theory (Buckley and associates, 1992-present; Carland and associates 1984-present).

REFERENCES


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