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TITLE: Application focused on the customer service and customer satisfaction in firms and the definition of customer satisfaction in different banks and regions.

ABSTRACT

Customer services are the integrated attempts that firms spend to communicate with their customers. Competition which is thought as "product and profit-centered" in the classical administration approach has yet begun to be applied as "quality and customer-centered" in the modern administration approach.

In today's rapidly growing competition conditions, organizations should accept customer satisfaction as the first rule, along with hardworking in order to create difference and to go forward one more step.

Firms plan their all production and service strategies in order to fully meet their customers' needs and demands and to satisfy them. Today, the performance evaluation models of economies are also based on how much they satisfy the customers.

In continuous growing competition conditions, one of the most important factors in the success of the banks is to improve the quality of the service provided according to a modern market approach focusing on the differences in regional needs concerning the services supplied by competitors and applications as regards the differences.

KEY WORDS

Customer service, Customer satisfaction, Customer-centered servi