Customer-oriented companies have to consider several such as: how customer satisfaction is attained, how to control customer expectations and how to effectively manage customer feedback. Although the concept of entrepreneurship is used by many researchers in the field or very diverse contexts, in my study of the phenomenon of entrepreneurship will be used in organizational context, and just under a research approach that links the phenomenon of entrepreneurship at the firm with its financial performance. Customer satisfaction is defined as a measurement that determines how products or services provided by a company meet customer expectations. Customer satisfaction is one of the most important indicators of consumer purchase intentions and loyalty. High-standard customer service can win your clients' hearts and make you recognizable within your target group. Nowadays when social media play such an important role in making decisions it's crucial to keep an eye on the quality of customer service you provide. If you don't care about customers' satisfaction, don't expect them to care about your service Simply speaking, customer orientation puts the customer at the beginning, center and end of every transaction. It shifts the company's focus from the product to the customer. This approach also means the organization must have a deep understanding of the customer's needs and expectations. An honest appraisal of how you are doing in the eyes of your customer is critical. This can be achieved...
by conducting a formal customer satisfaction survey or by gathering and recording customer comments. 8. Define your standards. By analysing feedback obtained via your VOC program you will be able to fine tune your service levels according to customer needs and expectations.