An Empirical Study to Evaluation of Customer Acquisition Processes on Customer Satisfaction

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ABSTRACT

In today’s highly competitive environment, the organizations have been paying considerable attention to improve their customer satisfaction. For this reason, the purpose of this paper is to suggest a model defines how the combination between customer acquisition processes and knowledge about customer would improve the customer satisfaction. This paper adapts the quantitative research approach by using the survey strategy which is conducted by a questionnaire collected from 193 people working in the management position of Jordanian telecommunication organizations. The researcher uses the PLS as an analysis technique to test all hypotheses. The findings suggest that there is a positive effect of adapting the customer acquisition processes in improving the customer satisfaction mediating by the knowledge about customer. The proposed model makes a contribution on the part of the customer acquisition processes and the knowledge about customer and can be used as a structure of reference for the incorporation between them in order to attain the customer satisfaction.

KEYWORDS
Customer Acquisition, Customer Satisfaction, Knowledge about Customer, PLS

1. INTRODUCTION

The most important contemporary methods used for achieving the customer satisfaction are the use of customer acquisition processes and Knowledge about customer. In addition, the organizations currently try to discover the top solution to develop their customer satisfaction. They focus on the essential points of the customer knowledge concept, which are always evolving to exchange the traditional processes. One of the most critical evolutions in concept of knowledge is Knowledge about customer. Furthermore, Information Technology (IT) is based on Customer Relationship Management (CRM) systems, which has has been working in many industry sectors (Alhawari, 2013). Recently, Varaprasad et al. (2013) have described that, the recent and rapid improvements in communications and IT have brought unprecedented change in the lives of the people.

Additionally, Moradi et al. (2013) described that Knowledge Management (KM) system must be able to adapt to most changes that arise in the environment such as changes in needs and preferences of users by respond to user requests, or in the organization, such as changes in work methods, tools and processes by able to take initiatives to attend to users’ needs. Knowledge and KM are considered as valuable corporate resources in the same vein as land, buildings, financial resources, people,
capital equipment, and other tangible assets. That’s why, it has become vital for managers to improve organizational competency in the development of knowledge capture and transfer (Kipley et al., 2008). Furthermore, Ajmal and Kristianto (2010) noted that the debate on knowledge sharing arises from developing recognition of the significance of knowledge in the new knowledge economy and its impact on organizational competitiveness.

Recently, Ranjan and Bhatnagar (2011) noted that the analytic information connected to customer help in increasing sales, improving marketing strategies and delivers customer satisfaction in term of service provided. Additionally, Girinath and Ravi (2013) clarify that the motivation for CRM stems from companies’ desire to growth their revenues and profitability through better customer satisfaction. Furthermore, Nguyen and Mutum (2012) explain that as firms seek effective methods to measure customer relationships, many have turned to the traditional tool of customer satisfaction monitoring.

While numerous studies relating to customer acquisition and knowledge about customer model had been conducted, there has been a definite lack of academic effort addressing the issue of the customer acquisition impact on knowledge about customer and customer satisfaction model in developing countries. Lately, Kumar et al. (2013) explain that a good quantum of literature has been established in the area of measuring and analyzing customer satisfaction in general. Out of those, a limited paper works deal with customer satisfaction. Consequently, within the conceptual frameworks, they concentrate on how knowledge about customer could be implemented successfully by linking the customer acquisition process to improve customer satisfaction. Therefore, this study tries to contribute to this area by addressing one of the concerns associated with the knowledge about customer, customer acquisition, and by providing a reliable technique of employing the customer acquisition processes as an effective model.

In this paper, the problem focuses on the customer acquisition processes and knowledge about customer role. To the author’s knowledge, there has been no research paper, which has shown the direct impact of customer acquisition processes on knowledge about customer and their relation with the customer’s satisfaction. To fill this gap, this research has been conducted to address the idea. Therefore, the aim of this paper is to shed light on establishing long-term interactions with customers by using knowledge about customer to support customer satisfaction and how they can be build, while showing how the telecommunication organization in the Jordan applies the customer acquisition processes and knowledge about customer to improve customer satisfaction.

This paper is planned as follows. In the next section, we review related literature review; section three suggests the research model and all hypotheses, section four is about the research, and section five presents the hypotheses analysis and results. The last part of this paper is our conclusion.

### 2. LITERATURE REVIEW

#### 2.1. Customer Acquisition Processes

The processes of acquiring customers are of prime value for organizations. Many organizations failed, because there is no clear strategy for dealing with customers, and acquiring customers (Alhawari, 2013). Additionally, The CRM conceives the customers as the heart of the organization and the success of organizations business will depend on how effectively the company can maintain a prosperous relationship with its customers (Alhawari, 2013). Furthermore, to achieve the customer acquisition processes need to investigate four processes. Firstly: Need for customer. Secondly: Identify source of customer. Thirdly: Verify source of customer. Finally: Customer attraction (Nehari-Talet et al., 2011). Consequently, customer acquisition is a major importance as the first stage of the CRM processes. Therefore, customer satisfaction depends on customer acquisition as the way that confirms their survival in the competitive situation.
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