Study on Management Strategies for Enhancing the Performance of Consumer

Dr. Shakil Ahmad*

Department of Economics, New Colony, Khetari Muhalla, Arrah, Bihar

Abstract – This paper provides a perspective on aspects of strategic success improvement in the corporate world with emphasis on the consumer by way of contrasting findings and provisional conclusions from research carried out in selected organisations. The effects of the study are analysed in the light of the theoretical history and the outcomes of related research. Based on these results, a series of guidelines would be given for organisations concerned with strategic success improvement geared towards the client. The paper was prepared based on analysis in international literature, interviews with managers and reviews of internal materials from selected organisations. Understanding customer behaviour is one of the foundations for creating a good business. The ever-changing environment places a toll on companies in a type of competitive consumer conduct. New goods, new values and general culture psychology need detailed analysis of market segments and customer demands.

Keywords – Efficiency, Evaluation, Management, Client, Strategy.

---------------------------------x---------------------------------

INTRODUCTION

As a person, community and organisation research, customer behaviour may be calculated. It also involves mechanisms for choosing, securing, utilising and disposing of goods, resources, interactions and desires and the consequences on customers and community (Shimp, 2013). Market awareness is extremely relevant in order to affect consumer behaviour in a number of aspects of society. Companies need to obtain knowledge from individual customers that are interested in marketing decision-making. In certain situations, a clearer view of customer desires is important than analysis. In a competitive market environment nowadays, customer behaviour, since it is the secret to strategy and management, is unavoidable for growth. Business types appear to shift periodically. There are timescales that enhance the true potential of a commodity, but after closure, often revenue items decline to almost unprofitable numbers. This is attributable in general to drastic shifts in patterns. Consumers prefer to purchase goods as fashionable or hip. they are labelled. These variations are quite challenging to forecast. Companies must structure consumer analysis in such a way that the next, present or potential pattern in individual industries is measured as closely as practicable. It's about positioning goods, delivering them at the correct price, at the right time and location.

Consumers of industry research

If the business needs to predict and respond to client requirements and preferences, it must consider customer behaviour. Customer expectations are very nuanced and discoverable. The investigation of the business is a must. In market and customer analysis (Nikolić, 2007) there are various approaches used:

- Review of previous and expected advertising data
- Forum and focus group research
- Chat with employees or customers of the product
- Past and current consumer questionnaires
- Polling
- Design Ideas Research
- Interviews with focus groups
- Checking the substance and company names emotional reactions
- User input forums growth
- Social network analysis of consumer behaviour.

- The organisation must define its study priorities before carrying out any research methods.

Market analysis is quite tiresome in combination with customer behaviour research. Thus the foundations on which any other study component is carried out are sufficient data, target description and a clear aim on the business. The entire idea of the organisation with which they operate can be known by management, staff and employees, the commodity, customers and the past, current and new clients. The first step is to decide what sort of commodity can be marketed. The next is to identify core segments of the industry. A comprehensive documentation is therefore ideal. When all is in order, the search reports are to be rendered more reliable by different prospective customers.

Corporate Business

The organisation must consider its own capacity to satisfy consumer expectations before beginning some analysis. Both segments of the Business need to be analysed (Kotler 2003). The assessment begins with the major assembly lines, technologies, information systems, skills and awareness. Managers must ensure that the business will start marketing a commodity to prospective buyers from a given venue. Assessment is important as it reveals from the very beginning whether the business is powerful enough or qualified to fight on the target sector. If this is in order, testing will be carried out and the positioning and sales of goods as well. The organisation must therefore consider its own vulnerabilities and capabilities (Kotler, 2015). Failure to do that may have drastic results. There is a large probability of product misplacement, missing business markets, zero revenue and other risks.

A organisation finds strategic advantages, related to the service of the company, but also to other fields of activities, as the key requirement for effective long-term operations. The first precondition for efficient organisation activities in the long run is to gain a strategic edge by maintaining certain degree of market efficiency (Marinic, 2005; Skodakova, 2009). The competition and a strategic edge is one of the main influences in the company's success and eventual value formation. Around the same period, the success of businesses is known as the underlying norm of their productivity. According to Porter (1985), the success of a business demonstrates, for instance, greater profitability, enhanced productivity in manufacturing processes and their efficiency in turning input factors into finished goods that guarantee profitability. In the wider context, the success of the business is expressed in a higher degree of firm consistency, enhanced learning, adaptation and reaction. In order to gain greater competition in general, it is important to think in a wider sense (systems think) and to at the same time have a proper understanding of the philosophy of modern management in terms of the near connection between success and competitiveness. (Chile, 2015). According to Mikolas (2012), thus, success may be seen as a particular aspect of competition – the performance ability of the business. A socially conscious business must truly consider its success - not only as an economic vision or definition, but also as regards its social, environmental and other potential. Monitoring and assessing consumer loyalty plays an important role in today's business climate, so this report pays particular attention to strategic customer-centered success management. A company's performance is measured by its capacity to identify its potential clients and attract current customers (Rosicky et al. 2010). In this, it is important for retention and loyalty to be able to even recognise and please the consumer (Sivadas & Baker-Prewitt, 2000; Chan et al., 2010). More than 72 percent of the firms in B2C regard preservation of consumers as one of their key objectives, according to Forrester inquiries (Band, 2010). This is characterised by Gitomer (1998) stating that generating happy customers is not enough but that the next task is to generate trustworthy customers. Unfortunately, most marketing theories and activities remain based on consumer retention rather than on sustaining current clients (Pribyl 2012). (Pribyl 2012) The firm Seldon & Colvin (2003) shares the conviction that deeper insight into consumer satisfaction helps managers to consider more the possibilities and that closer insight into customer satisfaction is much more important if customer profitability is to be appreciated by management.

LITERATURE REVIEW

Issue of Strategic Performance Management in Companies

The topic of success measuring as a method for the successful execution of the policy has been granted increasing significance in recent years (Kaplan, Norton, 1996; Bourne et al., 2000; Simons, 2000; Schneier, 1991). Based on research in businesses, 73 per cent of companies in the study, on average, focus their performance assessments on business strategies and goals and 7 per cent, while specified within the company, do not base their performance measures upon their organisational strategies and goals. 20% of organisations then do not have plan or goals developed and instead on those operations and procedures output assessments are performed. This study also points out that the scale has a substantial effect on the basis of a company's success metrics on its plans and goals. 57% of small firms use specified strategies and objectives, about one third of which have no defined business strategies and objectives. About 75 percent of businesses and 16 percent of medium-sized companies with applied strategies and priorities have no established plan or company targets. The study was better performed by big businesses where almost 89% of large firms adopted a plan and priorities, and just 7% had no formulated plans or targets (Knapkova, et al., 2011).These findings affirm but also contradict research carried out in 133 companies among the most successful sectors by Striteska and Svoboda (2012). 87 percent of respondents indicated they had a vision- and strategy-based success assessment framework. But after review, just 26 percent of certain output metrics have currently been used as instruments for adopting and revising strategies. The developed strategic definition of long-term priorities and processes should be evaluated and applied in the organisation by strategic success steps.

Marr & Schiuma (2003) offers three underlying explanations that a business is performing: verification of its policy, effect on employee behaviour, external relations, and management of its results. The most common factors for assessing and controlling business success have been reported in 2009-2010 in analysis, which included strategic strategy, the need for monitoring and inspiration, and rewards, which included 402 executives from organisations across the Republic. Additional essential considerations, such as coordination demands, everyday decision making and verification methods, may be defined accordingly. Managing ties with partners and contractual responsibilities (Knapkova, et al., 2011) are deemed less relevant considerations.

In comparison, Marr (2003) study revealed the key reasons: business management wants, strategic strategy, day-to-day decision-making, and testing tactics. Communication, incentive and pay, stakeholder relations and legal responsibilities became less important factors for success assessment and management. Output is controlled on the basis of performance assessment methods. Based on the research results conducted by Marr (2004) in the largest US companies with numerous market operations, it was evident that at 91% of companies, the financial region is the most relevant sectors of companies where output is monitored, 69% of them say consumer area, 63% say process areas and 52% the huma area. The large majority of businesses thus assess success in the finance sector in particular. Similarly, the finance sector efficiency assessment, and the consumer region are the key subject of concern (Striteska, Svoboda, 2012).

Fibirova (2007), Horova and Hrdy (2007), Kral et al. (2007) or Skodakova (2009) have also highlighted the reality that in general success control in organisations is mainly focused on absolute financial metrics. However the findings of the above studies indicate how critical it is too, for organisations to track the mechanism and client areas.

The study of Horcicka and Jelinkova (2014) in manufacturing firms, where managers demonstrated the probability of strengthening ties with their customers as one of the benefits of performance assessment systems indicated also the value of tracking and measurement performance within the customer market. However, contemporary middle managers and top managers of organisations frequently do not recognise the components and functions of productive success metrics (Striteska, Svoboda, 2012).

Customer satisfaction control and assessment

The monitoring sector is becoming more and more relevant for consumer loyalty. According to Nenadal, et. al. (2004), the essential explanation for monitoring consumer happiness and loyalty is the availability of appropriate relevant knowledge regarding customer desires and preferences and satisfaction standards in implementing one of the core concepts of quality control method such as feedback. According to Zithaml and Bitner (2000), satisfaction in this sense can be described as an appraisal of a product or service by the consumer if this product or service satisfies their demands and expectations. Failure to satisfy their desires and aspirations is likely to contribute to product or service disappointment. Customer satisfaction is often defined as an outstanding and very strong organisational performance metric since the calculation of a company's market-oriented successes, such as revenue volumes or market shares, are mainly past success-oriented benchmarks (Blanchard et al., 2004). They demonstrate that a business has been active in pleasing markets and consumers in the past, but show nothing regarding the performance of the company in future. It can be remembered at this stage, when its consumers are dissatisfied, that an organisation can have outstanding short-term performance. This may be attributed to the reality that certain consumers are only afterwards looking for potential solutions; they are disappointed with the business first by reducing sales and only avoiding transactions.

Nenadal et. al. (2004) notes that consumer satisfaction testing and assessing procedures (internal and external) may be split in two specific categories for customer perception output predictor procedures and for internal success measures procedures. The first category involves procedures that operate on metrics that explicitly reflect the degree of perception between the different consumer classes that are extracted from the data obtained from daily surveys. The second category of practices, by comparison, focuses its study of data obtained from the internal records of consumer commodity supply organisations; it is not gathered from customer input, but represents how the business creates processes that produce positive and negative impressions of consumers.

Bateson and Hoffman (1999) note that they can build a customer dissatisfaction satisfaction information scheme, post-sales surveys, client focus Group polls, mystery Shopping ratings, personnel surveys, and complete business satisfaction surveys. Concepts such as dashboards or balanced scorecards often seek to pull together the steps and stress their linking ties and effect on the basis (Wilson, 2000). There is an increasing movement towards this form of intervention. The connection between satisfaction and organisational objectives must be established explicitly by businesses that perform satisfaction surveys (Wilson, 2002).

This knowledge is routinely obtained by a performance framework that provides for an evaluation of the customers' actual and expected requirements. The fast-growing area of CRM (consumer connection management) (Beldi et. al., 2010; Johnson et al., 2012) is becoming more and more relevant in the framework strategy for maintaining customer happiness and loyalty.

CRM is an inclusion of technology, individuals and market procedures to address and enhance consumer expectations (Kincaid, 2003; Foss et al., 2008). While the marketing literature generally agrees that CRM is an efficient way of gathering and processing valuable consumer data to maximise the loyalty of consumers and finally to boost company efficiency (Ernst et al. 2011) several academic and industry accounts have shown disappointing outcomes. A analysis of 202 CRM ventures shows that only 30,7% of companies had realised changes in their consumer revenue and operation (Dickie, 2000). In Giga (2001) or in Gartner Community (2003), 70% of businesses ultimately struggle to quantify the complexity of CRMs, ignore well specified market goals and are likely to invest in CRM tools insufficiently. The aim of the literature nowadays is on seeing CRM as a technique (Keramati et al., 2010).

In Payne and Frow (2005) we have defined CRM as a spectrum, on the other side a strategic approach to maintain consumer interactions in order to build shareholder value and on the one hand, to incorporate a particular solution of technology. Keith and Richards (2008) provide a better description in our view, that defines it as a series of strategically focused business activities designed for improvement of customer management business results. CRM is structured as a way to accomplish the required strategic priorities and strategies, rather than as a technique.

OBJECTIVES OF THE STUDY

- To assess the long-term approach concept of the organisations analysed, including customer-centered priorities and procedures, and whether the strategy is being carried out by strategic success steps
- The purpose of this study was also to define corporations' behaviour in order to map and evaluate consumer satisfaction and to allow use of the assessment of customer satisfaction as an insight into the quality management process and to identify means of evaluating their strategic position.

RESEARCH METHODOLOGY

In the light of theoretical history, and the findings of related experiments, the results and incomplete results are measured. This research took the form of semi-structured interviews and an examination of internal organisational content in relation to the fields explored in chosen organisations at the end of 2013. The data collection phase of the study began with a general examination of relevant literature and research studies, to provide researchers with a sufficient theoretical background. On the basis of all accessible internal data, the features of simple company details (legal corporate structure, branch of operation, annual turnover, amount of workers, ownership form, company headquarters), vision, principles and policy, performance improvement framework and consumer loyalty metrics for selected firms were subsequently analysed. The second method used to gather data was questioning. The semi-structured interview was based on Allhoff (2008) and Scharlau (2010) methodological and law. Twenty representatives in chosen organisations performed semi-structured interviews. A total of six fundamental issues with the business management have been addressed in depth. The aim of these questions was to map and analysis the existing state of the management of results in the sense of policy, assessing consumer loyalty and the usage of knowledge gathered by the firms. The standard kit contained both top-level management and middle level (line management) in all Republic firms. A group of respondents was purposely taken using random sampling (Gavora, 2010; Surynek et al, 1999). A total of 20 managers were interviewed, 11 of whom at the highest management stage, and 9 mid level managers in the business, which included the production, process produce, chemical processing, electricity, automobile, IT, transport, healthcare, banking and insurance activities and other services. The chosen undertakings can be categorised into 9 major businesses (above 250 workers, more than 50 million euros), 7 medium-sized undertakings (51 to 250 people, more than 10 to 50 million euros) and 4 limited (11-50 people, over EUR 2 to 10 million) according to Commission Regulation (EC) No. 800/2008. The survey comprises 14 domestic and 6 international firms as regards modes of ownership. Of the enterprises surveyed, 17 are located in the Republic, one in Sweden, one in Österreich and one in Switzerland. The partnership with all these organisations is presumed (activity, success assessment assumption, consumer satisfaction reporting etc.). In the background of a previous secondary review, the connection between the chosen companies and the topic of the study was calculated. A methodology for content processing was employed.

RESULT

It is the foundation of the organization's corporate performance management to identify a plan that expresses the potential and activities of the business. Both surveyed businesses have an established long-term planning concept involving customer-focused goals and processes. But it's even more interesting because only three businesses have a strategic concept that is set for a 10-year cycle and seven for a 5-year period. The remaining half said that the timeframe set for its plan is up to 3 years, six of which have specified just 1 year for a strategic definition. Discussions with managers were conducted here on whether strategies were simply not policy. Further concerns have shown that the plan is described in the longer term only as a rough overview and comprehensive for one year. Regrettably, administrators of two organisations in their interviews have not addressed time frames with their plans. These findings represent the current definition of a strategy discussed in contemporary literature. This definition answers a variety of problematic details that the main members Mintzberg, Porter, and others address in regards to strategic management. The initial definition provides planning as a way to accomplish a well specified aim. A management approach to planning must be dynamic, agile and inventive in today's constantly evolving world. A static and repetitive strategy to fixed priorities cannot therefore be interpreted as meeting the strategic objectives. The approach is thus rather a synthetic understanding of the right path in the current concept which requires to be completely and constantly developed or updated. Jirasek (2002) contrasts the modern aiming technique against a moveable target and even to shoot. Dytrt (2006) adds that the period of the plan is not usually granted but stems from the special environmental circumstances under which the organisation is based, and the capacity of managers to monitor and forecast pattern growth. A good inference is also that almost every organisation, but one has identified strategic success metrics to ensure their execution with its strategy. These conclusions are verified by the pattern in which success assessment is focused on the company's strategic objectives. By contrasting these findings with the study studies undertaken among companies in recent years, it can be said that this pattern is increasing continuously (Knapkova et al, 2011; Striteska, Svoboda, 2012; Striteska, 2012). In reality, meetings with medium-sized or big organisations with strategy-based success assessment start to be an anomaly. The map below (fig. 1) demonstrates how often organisations track a specific field by strategic success steps. It should be emphasised at this stage that only 9 companies in the production phase of the monitoring sample are concerned. The performance measures identified in the areas of finance and consumer use to all companies surveied which relate performance measurement with strategy. In fact, the field of finance deals with absolute metrics, indicators of cost-effectiveness and financial research. Just one business analysed assessed its financial results using the new EVA "profitability" indicator. The reach of identified customer measures varies considerably among the companies surveyed. Any of them involve just happiness or market position in the corresponding market. The Consumer Satisfaction Indeximity Index (CLI) or Net Promoters Score (NTS) is an indication of only 4 companies from this study evaluated use steps, which were also established to retain and acquire clients. Most writers (such as Best, 2005) advocate categorising consumers for efficient control of consumer interactions in relation to maintainance in conjunction with their loyalty and profitability.

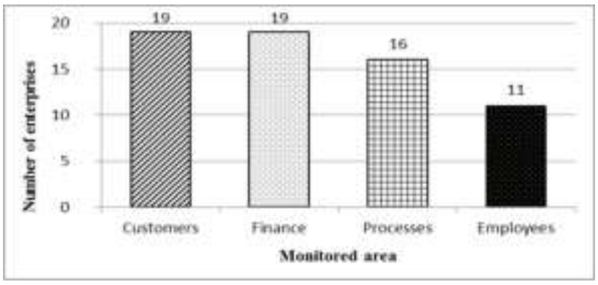

Fig. 1. Areas where businesses surveyed have established competitive standards for results

In the field of processes (Figure 2), where most businesses complement financial and consumer measures and revenue, output, efficiency, and procurement measures, more variations are apparent. One interesting conclusion is that only three organisations have established innovation success metrics.

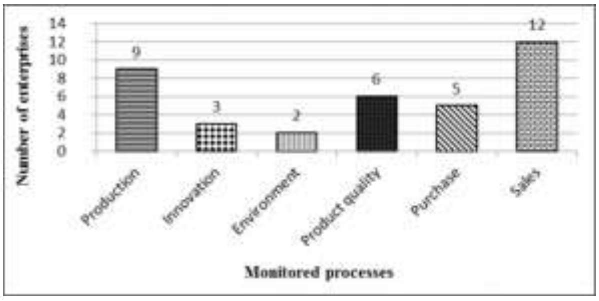

Fig. 2. Strategic criteria of process performance

The main concern is the optimization of the prices and assessment of vendors in the area of buying and distribution. Consumption is mainly tracked in the development sector, with regard to the technological and economic requirements, cost performance, maintaining material distribution, preserving the Lean Manufacturing values and constantly enhancing the method of production. The amount of inventions and their costs are tracked as part of the invention phase. A more comprehensive review of corporate internal records has shown that only five firms define and control all procedures vital to consumer and financial objectives. Few businesses have identified employee success metrics. Within the employee market, total wages, number of employees, quality of staff and training expenses are the most regularly tracked metrics. The above results may then be synthesised as follows overall. On the four viewpoints of a Holistic Scorecard, only three organisations have specifically identified strategic steps in the financial sphere as well as in clients, operations and staff. 5 businesses, clients and staff and only 10 financial companies and consumers are monitored. These findings reveal, as seen in other related study studies (Marr, 2004; Fibirova, 2007; Kral, et al., 2007), that the surveyed companies no longer mainly track the financial market, but that the surveillance of financial and consumer areas is balanced. Rather, it has been shown that it is difficult to describe the employee success metrics for the organisations studied. While several study studies have confirmed the close association between handling human resources and employees' attitude on the one side and the organization's success on the other (Armstrong 2007 offers various related research surveys), HRM metrics are not yet the standard to determine human resources management efficacy and its impact on organisations. While both businesses also confirmed that their assessment of success is focused on their policy, a more thorough review found that only two companies have specifically identified performance criteria for all competitive priorities and have established a strategic plan. The study indicates clearly that the actual management of the surveyed organisations does not give adequate attention to the conceptual relations between the success metrics. No association has been seen regarding employees' abilities and motivations or core procedures and the growth of consumer satisfaction. In a business, these relationships typically stay at the obvious stage of theories. Both evaluated businesses also claimed that they are tracking the happiness of external customers. Survey questionnaires (13 companies) and conversations with customers (10 companies) through telephone and personal meeting are the most popular strategies utilised to assess consumer satisfaction. Nine businesses are liable for consumer loyalty depending on the amount of grievances or returns. Other satisfaction assessment tools and procedures were seldom alluded to in interviews. Only three organisations perform internal investigations and two have outside specialist companies investigating consumer loyalty. Based on polls of consumer loyalty, only 3 businesses draw up a CSI and one uses the mystery shopping technology. Other approaches to consumer loyalty management include a market share metric, retailer appraisal, correspondence forms, service hours, Facebook correspondence, customer letters, arrangement of different competitions with regulation issues relevant to satisfaction, complaints, and recommendation books.

Research reveals that just 3% of consumers who are disappointed report (Kotler, 2001). It is also obvious that businesses can't use grievances to please themselves. Future businesses may achieve consumer loyalty using daily surveys. User satisfaction. Neither organisation studied uses consumer loyalty complaints only but they employ many strategies together. However, a more thorough internal review reveals that actually 9 organisations assess consumer loyalty on a daily and comprehensive basis. These findings illustrate the results of related study surveys, which show that only 43% of businesses routinely assess consumer satisfaction via the online survey by GfK Prague on existing circus of customer satisfaction in market environments. According to this study: reviews from own departments (65 percent), customer polls (51 percent) and concern and recommendation structures with "quick and troubleshooting solutions" (40 percent) are the most widely employed ways of tracking satisfaction. If we evaluate the outcomes of this study in comparison to the other metrics utilised by the organisations studied to assess the field of the clients, Nenadal et. al. (2004)a helps one to define the degree of success assessment excellence for clients. The second degree of consumer happiness calculation for 16 firms, and the fourth highest degree of customer loyalty measurement for four corporations. The use of the details derived from consumer satisfaction measurements was also taken into consideration. In the business, this is used as a feedback in the method and in what particular ways. A total of 18 managers addressed this query comprehensively and said that this knowledge is used as feedback into the quality management phase, whether it affects consumer loyalty or specifications. 14 businesses utilize this knowledge mainly to increase the efficiency of their goods or services by strengthening consumer interactions and 12 companies. Just 11 of these answers were listed at the same time. Surprisingly, benchmarking in this sense is used for just two businesses. Just one organisation cited the usage and development of intelligence as the foundation for its strategies. Just once was there listed a growing appetite for vendors, as well as improving the operation, generating creativity and fixing faults, kaizen, widening the selection of facilities, training of staff, improving job organisation and improving consumer contact. Nenadal et. al. (2004) argues that calculating the happiness of consumers is simply a calculation of individual goods. Therefore previous experience suggests that the enhancement operation is solely directed at enhancing goods if these steps and the outcomes received reaction at all. It is clearly forgotten the enhancement of the efficiency of different processes. The above results support this fact. To measure the efficiency and competition of selected firms, instruments and methods used to evaluate their competitive position have been found. Their competitive positions are typically sought by financial review (13 companies) and benchmarking

(7 companies) in their respective sectors. One organisation still uses a Balanced Scorecard among these systematic ways of assessing efficiency.

Four businesses reported approaches used for strategic planning, i.e. SWOT analysis (3 companies) and Porter analysis (1 companies), as methods for assessing their competitive position. Other methods listed included market analysis and sales officials' input via different websites with knowledge or specialist periodicals. It is important to find that the findings of the investigation are not so distinct from those of related studies in previous years performed between firms (Trunecek, 2005; Horova, Hrdy, 2007). Despite its incredible boom worldwide, the Balanced Scorecard is still very rarely seen. An equally unexpected result was the comparatively limited usage of benchmarking to assess competitiveness that has become one of the most common methods in support of strategic management, according to a report by Bain & Company (2013). At the conclusion of the interview the knowledge gained was decided by utilising the techniques and procedures alluded to above, employed by the organisation. Simultaneously the managers were given the ability to determine whether this data would give them ample visibility into the success and productivity of their businesses or whether any space could be enhanced. Only 17 managers addressed this query. It was obvious during the interview that the management had difficulties in seeking an answer to this issue. Around the same time, the answers of the supervisors were somewhat different. Just four claimed that such knowledge was used to revise their plans and three to raise consumer understanding of the brand. Two managers have found this knowledge to be essential for growing their products' revenues and developing new technologies to boost their market positions and increase consumer contact. In addition, the knowledge was used to continually enhance all the processes in the business, to monitor and schedule, learn from failures, improve job efficiency, develop innovative offers, improve services quality and improve consumer loyalty. Six managers said that there was inadequate knowledge and they saw space for progress in this sector, particularly with regard to the use of modern methods and resources. However, this question was not replied by the other managers (11). The issue arises as to whether the managers who did not respond view the knowledge gathered from performance assessment as satisfactory, or are not concerned with enhancing the internal performance management framework. The knowledge gained by three managers is in line with the findings of the previous study, so they establish a theoretical system for their control of success.

CONCLUSION

Rising strain on the productivity of businesses in a globalised world is driving managers to continually boost the efficiency of their companies and increase their market place. Output is becoming increasingly relevant in the sense of consumers. The study findings indicate that the businesses surveyed understand that their business concept must be versatile and scalable and that they must adapt rapidly to developments in today's competitive climate. Companies often understand that strategic initiatives identified in the main areas for success evaluation would ensure the execution of a strategic principle. The efficiency of tracking is being more balanced in different fields. The financial field is no longer prominent, but is complemented by consumer and process monitoring. However, there is still the issue of determining success metrics in the field of workers, since recent study has demonstrated that the actions of employees, morale and remuneration are one of the most common reasons of performance management. This has to do with identifying rational connections between main metrics of success. Here the most chosen organisations demonstrate the most loss of output assessment. In addition to assessing consumer loyalty, advances were carried out in particular in the strategies used by businesses to track these fields. Not only can the businesses analysed concentrate on previous outcomes, they often pursue an overarching view of their consumers' desires and behaviours. However, more than half of the organisations surveyed do not routinely or consistently assess consumer loyalty. Additional ways to guarantee client satisfaction at the satisfaction indices can also be seen as space for progress to allow a thorough study of the customer's interaction with the business. In addition, the assessment of consumer loyalty is just one path towards client orientation. It is necessary to remember. More advanced methodologies will be required in future that allows businesses to assess consumer value and calculate loyalty. For eg, in the "Relationship Network" and in depth, the consumer satisfaction and loyalty study may be integrated in macro and micro modes that combinate various parameters of the customer's connection with a coordinating relationship (Nenadal et. al., 2004). A variety of new developments in success evaluation and market assessment have been shown in organisations in this study, but there is still no implementation of advanced techniques and complex processes.

REFERENCES

1. Allhoff, D. and Allhoff, W. (2008), Rétorika a komunikace. 14th Ed. Prague: Grada, pp. 108-172. ISBN 978-80-247-2283-

2. Armstrong, M. (2007), Řízení lidských zdrojů. Přeložil Kloubek. 10. Ed. Prague: Grada Publishing, 802 pp. ISBN 978-80-247-1407-

3. Bain and Company (2014), Top 10 Management tools. URL http://www.bain.com/management_tools/BainTopTenTools/default.asp.

4. Bateson, J.E.G. and Hoffman, K.D. (1999), Managing Services Marketing. Fort Worth, TX: Dryden Press.

5. Beldi, A. and Cheffi, W. and Dey, P. K. (2010), Managing Customer Relationship Management Projects: The case of a large French telecommunications company. International Journal of Project Management 28, pp. 339–351.

6. BEST, R. J. (2005), Market-Based Management: Strategies for Growing Customer Value and Profitability. 4th Ed., New Jersey: Prentice Hall. ISBN 0-13-146956-

7. Blanchard, K. and Ballard, J. and Finch, F. (2004), Customer mania! It's NEVER Too Late to Build a Customer-Focused Company. New York: Free Press. ISBN: 0-74327-028-2.

8. Bourne, M. and Mills, J. and Wilcox, M. and Neely, A. and Platts, K. (2000), Designing, implementing and updating performance measurement systems, International Journal of Operations & Production Management, Vol. 20 Iss: 7, pp. 754–771.

9. Dytrt, Z. (2006), Dobré jméno firmy. 1. Ed. Prague: Alfa Publishing. 137 pp. ISBN 80-86851-45-1.

10. Gavora, P. (2010), Úvod do pedagogického výzkumu. Brno: Paido. ISBN 978-80-7315-185-0

Corresponding Author

Dr. Shakil Ahmad*

Department of Economics, New Colony, Khetari Muhalla, Arrah, Bihar