
CLIENT ORIENTED APPROACH FOR ASSISTING BUSINESS IMPROVEMENT DECISION MAKING

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Abstract

An important aspect of the corporate responsibility towards the customers is to ensure the correct value transfer, through the quality and price of the product/service. By using customer satisfaction in order to measure value and the quality provided to customers, this paper proposes a methodology of assisting management decisions in improving business processes. The proposed techniques and tools, specific to quality management, are used for determining the processes which need to be improved or innovated in order to increase customer satisfaction. Thus, the methodology contributes to the creation of a decision-making framework for an efficient orientation of the resources for maximising the generated value and minimising the costs.

In order to illustrate its application, we present a study based on the responses regarding satisfaction elements of 679 companies, the customers of a distribution chain in the field of interior fittings. The research highlights the practical method of determining the priority processes for increasing customer satisfaction, taking into account the satisfaction targets and the nature of the necessary actions in order to maximize the created value and to minimize the costs of these processes.

Keywords: corporate responsibility, customers' satisfaction, decision-making processes, Quality Function Deployment, internal processes improvement.

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