

# DIAGNOSTIC ANALYSIS IN CUSTOMER SERVICE MANAGEMENT IN THE EUROPEAN MARKET (A)

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## **Abstract:**

*An efficient customer service management is aimed at identifying the perceptions of the customers and the motivations behind their behaviours and their profiles, in the context of a careful analysis of the external environment and an evaluation of the internal environment using the competitive advantages of the organization*

The important issue is to determine the power of each factor, its intensity, and which one of these factors could have a more powerful impact on the company and its activities. The studying of the environment can offer clues regarding the tendencies in customer needs and the way in which the customers fulfill their needs by purchasing products and services.

Customer service management is a part of the company management and it helps to fulfill the general objectives of the company. It aims to anticipate, identify and satisfy the needs of the customer in a way that is profitable for the company (it can also be a *moral* profit, not necessarily a material one). An *efficient* customer service management is aimed at identifying the *perceptions* of the customers and *the motivations behind their behaviours* and their *profiles*, in the context of a careful analysis of the external environment and an evaluation of the internal environment using the competitive advantages of the organization.

The important issue is to determine the *power* of each factor, its intensity, and which one of these factors could have a more powerful impact on the company and its activities. The studying of the environment can offer clues regarding the tendencies in customer needs and the way in which the customers fulfill their needs by purchasing products and services.

The few aspects of placing the management activity in a well-designed system will lead in an actual situation to analytical and significant approach of the weak and strong points of the company, identified both at the segment and at the intensity level. This can be represented synthetically, as in table and through diagnosis charts.

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