

Customer Satisfaction and Effective HRM Policies: Customer and Employee Satisfaction

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Abstract : The purpose of this study is to examine the possible link between employee and customer satisfaction. The service provided by employees, help to build a good relationship with customers and can help at increasing their loyalty. Published data for job satisfaction and indicators of customer services were gathered from relevant published works which included data from five different countries. The reviewed data indicate a significant correlation between indicators of customer and employee satisfaction in the Banking sector. There was a significant correlation between the two parameters (Pearson correlation $R^2=0.52$ $P<0.05$) The reviewed data provide evidence that there is some practical evidence which links these two parameters.

Keywords : job satisfaction, job performance, customer' service, banks, human resources management

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