



ambience
MAKING SPACE FOR GROWTH

Customer & Employee Satisfaction: two basic ingredients for sustainability and profitability

Speaker: Ilias Papadogkonas, Contact Center Manager

Employee
satisfaction



Customer
Satisfaction



Sustainability and profit



Satisfaction:
The basic ingredient for
sustainability and profit



Employee satisfaction

Employee satisfaction – Internal Customer



Our employees are our internal customers!

We invest in:



Teamwork



Advanced technology



Trainings to improve our employees as professionals



Customer Experience

Satisfied employees are more likely to provide excellent customer service, enhancing customer satisfaction and loyalty.

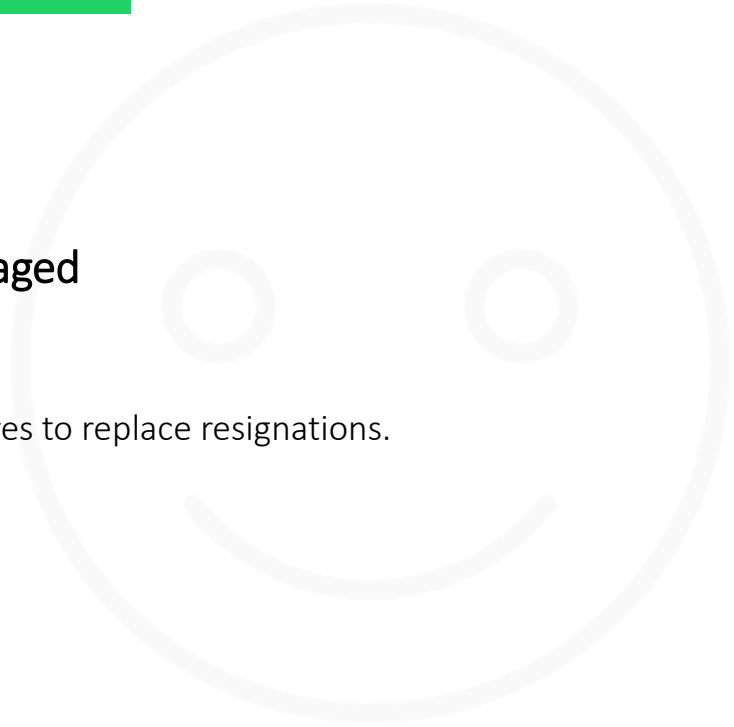
Improved customer service can lead to higher sales and profitability.



Keep them engaged

Low turnover.

No need for new hires to replace resignations.





Productivity increase

Loyal employees like commuting at work.

Loyal employees are passionate and efficient.

Customer Satisfaction

Customer satisfaction – External Customer

We invest in:



By analyzing our customer journeys, we make our services competitive.



In-house applied technology provide an excellent customer support and after sales service.



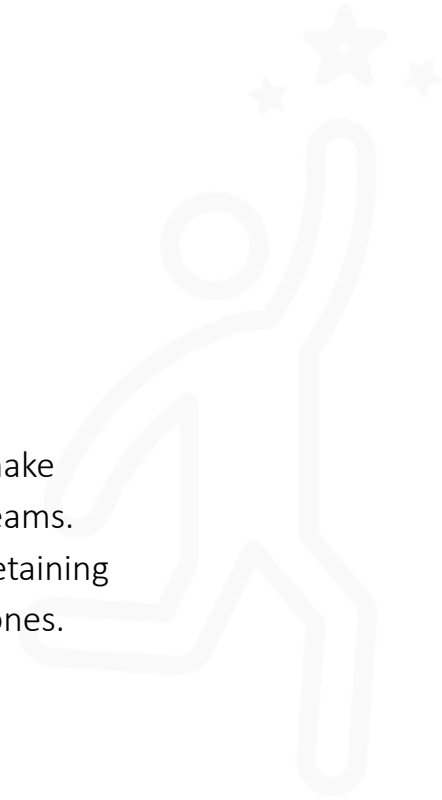
Being transparent and giving feedback to our customers in a regular basis.

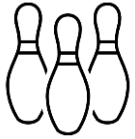


Loyalty and retention

Satisfied customers are more likely to return and make repeated purchases, leading to steady revenue streams.

Customer loyalty reduces operational costs since retaining existing customers is cheaper than acquiring new ones.





Positive Word – of – Mouth

Happy customers often share their positive experiences, attracting new customers through referrals.

This organic growth supports profitability by lowering acquisition costs and increasing sales.



Brand Reputation

High levels of customer satisfaction enhance the brand's reputation, leading to a competitive advantage.

A strong brand can command premium pricing, contributing to a higher profit.

Sustainability and profit



Social Responsibility

Employee satisfaction and customer care are linked to corporate social responsibility, which can improve its reputation and attract investors.

Research shows that businesses with strong social responsibility programs have:

13%

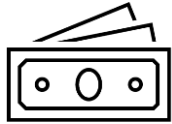
Higher employee
engagement

21%

Higher
productivity

75%

of consumers are more
likely to buy from socially
responsible companies



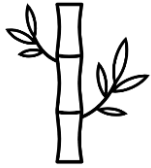
Economic Benefits

Increasing productivity, reducing costs and increasing sales through employee and customer satisfaction ultimately lead to improved profitability.

- ✓ Studies from Harvard Business School show that businesses with strong sustainability practices have 4.8% higher average returns on their shares compared to the rest.
- ✓ Companies investing in sustainable practices often show an 18% increase in profitability and an improvement in their competitiveness in the market.

Satisfaction:
The basic ingredient for
sustainability and profit

Conclusion



Customer and employee satisfaction are the main components of a sustainable and profitable business strategy.



Companies that prioritize these elements are better positioned to thrive in the competitive and evolving market landscape.

Thank you!

Contact our team of experts:

Anaxagora 63, Tavros 178 88 Greece

Tel.: +30 211 109 7700

E: info@ambience.gr

www.ambience.gr



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