Service Impacts Uber Customers

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Customer service is the method of ensuring the satisfaction of the customer with any service or product. The success of any company depends on its customer satisfaction and loyalty. This report discusses how Uber service efforts impact customer satisfaction

The customers of the United States of America generally have higher expectations related to the delivery of services, and often feels that their requirements are not sufficiently met. In order to get customer satisfaction like other top companies Uber should also have a clear sense and knowledge of their targeted customers, and their requirements. They should also develop a unique or distinctive plan for satisfying them. The drivers of Uber should be responsive, and kind to the customers. They should provide accurate information to them and should be properly trained. They should not let the customer wait for them, so long. High-quality standards of the Uber services can have a positive impact on the mind of their customers. Such standards include accepting the ride of the customer within ten seconds, solving their complaints within a few hours, dropping them to their destinations safe and sound as earliest as possible. Services like profit tiers can also help Uber to retain their customer for a longer period of time. In such high-profit tiers, the customer can get promotional offers, special discount, and other special services (Kottler & Keller, 2016).

Feedback of customers is the most important thing for increasing the number of customers. So Uber should audit the performance of their services on a regular basis through customer feedback. The voice of customers should be collected for getting the details of dissatisfactions of customer and then making the policies according to it. As the services can be judged by the performance of the company and the importance of the customer. Many customers of Uber have an issue that it mishandles the complaints through responding inconsistently or selectively. So in order to retain maximum customer the complaint of every customer should reach to senior management of Uber with effective online complaint systems. Uber should know that the positive attitude of their employees and drivers will strengthen the loyalty of the customer. Uber should also encourage their disappointed customer for complaining and empowering their employees for solving their problems on the spot. Moreover, Uber should also work on their call center by empowering their agents as it can help them to increase the loyalty and satisfaction of the customer (Hill & Brierley, 2017).

Making a strong relationship with the customers can increase their commitment and satisfaction with the Uber. This relationship can be developed by pampering the customer, accurately reading their requirements, and delivering high-quality services for solving the problem of the problem of the customer. Consistent with these efforts can increase the number of Uber customer which can help in improving the profitability. Some new technology services can also play an important in customer satisfaction. For example, Uber customer would love to use free internet as they can pass their time productively while traveling. Any other value-added services like any snacks or drinks can be offered to the customers by the drivers which can leave a good impression of Uber on the mind of the customer (Hill & Alexander, 2017).

So it is concluded that customer satisfaction is the most important thing for the success of Uber.

References

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