Customer Delight: A Conceptual Framework

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Abstract
Making customers happy should be retailers’ first priority. The concept about the satisfaction and delight is made clear in this paper through different models and theories. Never get confused with satisfy and delight and neither they are same. We can say that delight is a higher version of satisfaction. Studying your customers’ behavior in decision making process is very important because the retailer should know the need and expectation of their customers then only delight strategies can be created. Take proper measures to convert dissatisfied customers into satisfied one. As per Kano Model the time factor is also important when you form a strategy to delight your customers. If the strategy is not practiced at the right time then the idea can get outdated. One should be thorough with the concepts before implementing any strategy. Customer delight requires lot of research work in order to analyze different ways of delighting. Surprising customer is important because surprises last for a longer period of time in mind than just an ordinary experience or situation. When customers are just satisfied this experience of satisfaction may fade away in the long run but one delight experience will be a lifelong memory to your customers. When your customers’ complaint comes down to zero that is the sign of a happy customer.

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