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Chapter Title: Responsiveness

Chapter #: 6 / Due Date: 7/24/2023

When leading a business, customers' opinions matter a lot when it comes to understanding their needs and keeping the image of the brand. Paying attention to your consumers and creating different ways to remind them of your products and your loyalty to their needs becomes more than just strategic marketing, it becomes one of the love languages of the company. At times, the language became automated by using technology to create immediate notifications that an order has been placed, and then sending relevant follow-ups. Analyzing the opinions of the customers indicates how fast and efficiently your company responds to its customers. It helps identify when customers have any inquiries and complaints that are answered. Responsiveness demonstrates how efficiently recommendations are implemented and feedback is received.

By adapting to continuous changes in their industry, responsiveness gives the organization the ability to adjust to their customers' preferences. As your company adapts to change effectively it gives them the chance to better manage disruption and consistently meet their customers' expectations. For example, SavingStar; an electronic coupon company, is known for its responsiveness as it quickly answers posts and messages on its social media channels, addressing complaints and thanking customers for positive feedback. The company does not only use social media; instead, they seek out conversations in other venues, such as blogs and forums, and address issues. SavingStar believes in responding to their customers in less than 24 hours, by

building a model that allows you to respond quickly. Their strategy combined with keeping themselves in positive communication allowed them to unite and understand their target market.

Every company in each industry has its own technique for engaging its target market. One way is by observing your opponent and seeing their prices and their strategy of approach to lead your team. For example, the company JetBlue's goal is to bring humanity back to air travel, and they know that there's nothing more human than conversation and engagement. The operations team provides training to the employees by giving them all information on the ability to listen; responses to the community represent a great opportunity to improve business and make sure customers invest in the business. By providing the proper resources to the staff, JetBlue has allowed itself to respond to the customers with patience, intelligence, and clarity.

Being accessible means being responsive to the opportunity. When you are present and responsive to customers, you tend to connect with them and their needs. Listening and sharing with them your opinion at times allows for both parties to communicate in a solid and healthy space. For instance, Kat Cole, the President of Cinnabon, Inc., has been able to find a new, quick, and easy response to her customers' concerns. She decided to devote time to her customers by being accessible to them. This helped her become a likable leader in her company, and becoming accessible gave the company a better rating with customer service.