

Customer satisfaction refers to how well a company's products or services meet or exceed customer expectations. Better internal systems: Audits review how the company controls its processes and suggest ways to improve, helping the company work more efficiently. Good service involves being passionate, empathetic, clear, and helpful in solving problems, which is essential for keeping customers loyal 2-client. Building Trust and Reputation: o Good Image: When a company is reliable, people see it as trustworthy and it builds a strong reputation with customers, investors, and partners. To maintain high customer satisfaction, companies must understand customer needs, deliver high-quality products or services, and solve problems quickly when they arise. And there are some strategies used by businesses to increase customer satisfaction: 1- Service. This includes quick, polite, and reliable responses. Finding problems: Feedback shows what's wrong with a product or service, so the company can fix it. ?Making customers happy: When a company listens and responds to feedback customers feel important and trust the company more. Trust and confidence: An independent audit makes a company's financial reports .more trustworthy, so investors and others feel more confident