

# Discussion on improving customer satisfaction strategy based on new media

Liu Hua<sup>1,2</sup>

1 University of the Visayas, Philippines

2 Guangzhou Institute of Science and Technology, China

**Abstract:** With the advent of the digital era, new media applications have become the main platform for the interaction between enterprises and customers. Therefore, it is crucial to study how to use new media effectively to improve customer satisfaction. This paper explores in depth the potential impact of new media on customer satisfaction, but also finds issues, including negative comments on social media, customer concerns about data privacy, challenges of multi-channel consistency, customer support and service efficiency issues, and challenges of customer data analysis and personalized marketing. Therefore, this paper puts forward the corresponding strategy to improve customer satisfaction based on the new media, in order to provide some reference for enterprises to improve customer satisfaction.

**Keywords:** new media; customer satisfaction; social media; data analysis

## 1 Research background and significance

In recent years, with the rapid development of economy and technology, new media, including social media, the Internet and mobile applications, have become the main platforms for enterprises to interact with customers. Customer satisfaction has always been one of the key factors to the success of an enterprise, because satisfied customers are more likely to become loyal customers, recommending products or services to others, and have a positive impact on the enterprise. However, in the digital age, customer needs and expectations are constantly evolving, and businesses must adapt to new ways of interacting. Therefore, it is crucial to study how to use new media effectively to improve customer satisfaction.

This study aims to explore new media-based strategies to help businesses understand the impact of new media on customer satisfaction to improve customer satisfaction.

## 2 Influence of new media on customer satisfaction and problem analysis

New media is the form of media that uses digital technology and Internet infrastructure to create, disseminate, and interact with information. It is a digital and networked extension of traditional media (such as print media, radio and television). It not only changes the way information is disseminated, but also creates new ways for people to participate, collaborate and share information.

### 2.1 Influence of new media on customer satisfaction

#### (1) Provide more information

New media provides real-time and global channels for enterprises to transmit information. Customers can easily access information about products, services and businesses through platforms such as the Internet, social media and corporate websites. Through the new media, enterprises can provide customers with more information about their products and services, and help customers to better understand the characteristics and advantages of the products. New media provides an open and transparent way of communication, and customers can always understand the dynamics

and policies of the enterprise. Through social media and online feedback channels, customers can quickly ask questions and doubts. Companies can respond to customer questions in a timely manner and provide accurate information, which helps solve problems and improve customer satisfaction.

#### (2) Provide better customer support

New media offers a variety of channels for help and support, which is crucial to improving customer satisfaction. In the age of traditional media, customers may have to wait long by phone or email to get help. New media allows customers to contact enterprises immediately, get quick response, and improve customer satisfaction. Different customers like to use different ways of communication. New media supports multi-channel communication. Customers can choose the most suitable way for them to get support, which improves the convenience and satisfaction of customers. The interactivity of new media makes the connection between customers and enterprises even closer, and customers can put forward questions, suggestions or opinions at any time. This continuous interaction helps to build relationships between customers and enterprises and improve satisfaction.

#### (3) Promote interaction and participation

New media platforms such as social media and online forums encourage customers to actively participate and interact, which will have a positive impact on improving customer satisfaction. Social media platforms allow customers to share their opinions and suggestions, both in terms of product improvement and service aspects. Companies can improve customer satisfaction by actively responding to customer feedback. Online communities can help customers connect, share experiences, and support each other. Through social media, enterprises can more easily build brand interactions with customers and share their brand experiences, which helps to improve customer awareness and satisfaction with the brand.

### 2.2 Problems existing in improving customer satisfaction based on new media

#### (1) Negative social media comments

In the process of enterprises using new media marketing,

customer dissatisfaction and complaints may be publicly expressed on social media, triggering negative word of mouth, and these negative social media comments may have a negative impact on customer satisfaction.

(2) Customer concerns about data privacy

In big data according to age, the application of new media more and more widely, data access is becoming more and more easy, some companies even use illegal access to customer information, customers worry that their personal data may be abused or leaked, affect data security and privacy, may cause they are not willing to share information or participate in personalized marketing.

(3) Challenges brought about by multi-channel consistency

Enterprises may use a variety of new media channels for marketing. Enterprises should manage multiple new media channels to ensure consistent communication, and may face the challenges of coordination and cooperation.

**Information inconsistency:** There may be inconsistency in the information published on different new media platforms, including product description, price information and promotional activities. This can lead to customer confusion and reduce their trust in the brand.

**Inconsistent brand image:** The brand image should be consistent on all new media platforms, including the brand logo, voice, tone, and values. If different brand images are presented on different platforms, it may cause confusion and affect the brand recognition.

**Customer experience inconsistency:** Customers expect a consistent experience across different channels, including the shopping experience, customer support, and product delivery. Inconsistent experience can lead to dissatisfaction.

**The challenge of managing multiple channels:** Managing multiple new media channels can become complex, requiring coordinating different departments and teams to ensure information consistency.

Companies need to ensure collaboration between teams to provide a consistent brand experience.

(4) The efficiency of customer support and service is not high

Customer support and service efficiency is critical to improving customer satisfaction. Customers expect quick responses and solutions when they need needed. But the reality is often not satisfactory, customers may not get the results they want, resulting to a decline in customer satisfaction. In general, there are the following shortcomings. First, customers may not be satisfied with the response time for too long to get immediate help. Second, peak hours may lead to increased pressure on customer service teams, making it difficult to effectively process customer requests. Third, self-service tools are too simple or complex and may not provide enough information to help consumers solve their problems. Or self-service is too complex, and human service is difficult to do, and consumers lose enough patience to meet the needs of customers.

(5) Lack of effective customer data analysis and personalized marketing

Enterprises do not make full use of customer data for personalized marketing, resulting in less than personalized customer experience. First, there is a complexity in data analysis, with a large amount of customer data needing to be analyzed, including online activities, transaction history, social media interactions, etc. Data analysis can become more complex and time-consuming. Second,

customers are concerned about the privacy of their personal data and may be reluctant to share enough information to support personalized marketing. In addition, enterprises lack the ability to integrate data, customer data may be scattered in different systems and channels, lack of integration and sharing, may lead to difficult to obtain a comprehensive customer view. Finally, the lack of personalized content production, the creation and delivery of personalized content may require a lot of time and resources, which is difficult for enterprises to do, resulting in weak personalized content.

### 3 Discussion on improving customer satisfaction strategies based on new media

#### 3.1 Effective management of social media comments

When effectively managing social media comments, social media monitoring tools can be used to monitor comments, including posts, brands, or posts using relevant keywords. Develop a clear response strategy and take appropriate action according to the nature of the comments. Classification comments into different types, such as complaints, recommendations, questions, etc., helps identify which issues need to be prioritized. For some issues, suggest private conversations, provide contact information or invite customers to solve problems privately, and interact with positive comments. If there is a problem, be honest and transparent, recognize the problem, express understanding, and explain that you are taking steps to resolve the problem. Continuously improve the management strategies based on customer feedback and data analysis to optimize the method of handling the comments. Encouraging customers to provide feedback and advice to understand their expectations and needs helps to improve comment management strategies.

By adopting these strategies, businesses can manage social media reviews more effectively, improve customer satisfaction, build a stronger brand reputation, and increase customer loyalty. Effective review management helps to improve customer relationships and enhance the brand image.

#### 3.2 Ensure the safety and specification of data use

In the era of big data, there are more and more data use scenarios, and customers' concerns about data privacy is an important issue. Companies must take steps to build trust, enhance data privacy protection, and reduce customer concerns. The first is to ensure compliance with data privacy regulations and specify the use and protection of customer data. Develop and create an open and transparent data use policy that clearly describes how the enterprise collects, stores, uses and protects customer data to inform customers of the clear purpose of data collection. This policy should be clear, easy to understand, and include detailed information on data protection measures. The second is investment in data security measures such as data encryption, secure storage, and access control. Customers should understand that their data is properly protected and provide customer access to their data to view, correct or delete, reinforcing their sense of control over their data. Develop a clear data retention policy that specifies when the data will be destroyed to reduce the risk of long-term data storage. Compliance with applicable data privacy regulations and ensure that data processing processes comply with legal requirements.

Businesses need to balance the relationship between personalization and data privacy to ensure the compliant use of the data.

### 3.3 Formulate unified standards and coordinate the management

Develop and maintain clear brand standards documentation to ensure that all channels follow the same standards. Investments in multi-channel management tools and content management systems to centrally manage, publish, and monitor content to ensure consistency. Promoting collaboration and communication between different departments to ensure consistent transmission of information across different channels, regular coordination meetings and workflows help to reduce inconsistencies. Use data analysis tools to monitor brand consistency, understand which channels may be problematic, and collect customer feedback to understand their perceptions of brand consistency. Encourage customers to provide feedback to understand their views on brands across different channels to help companies improve their strategies.

### 3.4 Provide customer support and improve service efficiency

The first is to provide self-service options, such as online FAQ page, knowledge base, video tutorials, etc., so that customers can find their own solutions, which can reduce the burden of customer service staff, while providing customers with quick answers. Provide a variety of contact information, including online chat, email, phone and social media, human customer service, to meet the needs of different customers and ensure that these channels can provide efficient support. Using automated tools such as chatbots to handle common problems and tasks can speed up customer problem solving and reduce waiting times. The second is to provide regular staff training to ensure that the customer service team has the necessary skills and knowledge. The third is to use data analysis tools to understand customer needs and behaviors, which can help predict the problems that customers may encounter, so as to take measures in advance to strengthen preventive support. Collect customer feedback, understand their satisfaction with support and service, and possible suggestions for improvement. You can even consider working with external partners, such as outsourcing customer support, to meet peak hours and customer demand fluctuations.

### 3.5 Establish an effective customer data analysis and personalized marketing strategy

Data analysis is crucial in the new media era. By analyzing

customer behavior and feedback, enterprises can better understand customer needs and develop corresponding strategies. At the same time, data analysis can help enterprises to identify problems and take measures to improve customer satisfaction.

Enterprises can use online customer support tools to deploy online chat, email support and knowledge base to improve the efficiency of customer support. Tracking and integrate customer data from various channels, including purchase history, interactive records, website browsing behavior, etc. To conduct high quality data collection, enterprises should ensure the accuracy and integrity of data, adopt strict data collection standards, and establish data cleaning and validation processes to ensure high quality of data. Deploy advanced data analytics tools and technologies such as data mining, machine learning, and artificial intelligence to process large-scale customer data to better understand customer behavior and needs to deliver more personalized products and services.

Subdivide the customers according to the data analysis, and design different personalized products and marketing methods according to the segmentation. Create personalized content, product or service recommendations based on customer data, including personalized email, website content, social media advertising, etc. Use automated tools to automatically send personalized messages and reminders based on customer behavior and interaction. Personalized marketing can provide a more attractive customer experience, help companies build deeper connections and improve market competitiveness.

## 4 Conclusion

In short, the strategy of improving customer satisfaction based on new media is an important part of the success of enterprises. New media has changed the way enterprises interact with customers, and provided new opportunities and challenges for improving customer satisfaction. Through the application of new media, enterprises can better interact with customers, understand their needs, provide better support, build brand loyalty, and ultimately improve customer satisfaction.

In the future, research and practice should continue to focus on how to better utilize new media, including virtual and augmented reality technologies, personalized experiences, social media sentiment analysis, and social responsibility and sustainability. Through continuous innovation and improvement, companies can provide better customer satisfaction in the digital age and achieve their long-term development.

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