

Enhancing Business Profitability and Customer Satisfaction: A Precise Study on the relevance of Market Precision.

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Abstract: Business ventures have always been elevated to light through the improved relationship between customer expectation and business profitability. Through time, strides have been made to improve the relationship mentioned mostly by companies with the intention to know their markets and the nature of their ever changing customer base. Depending with the type of business, these strides have been heroded to pellucid sight through the precise themes of market precision. Too much power has been given to the relevance of market precision in as much as understanding business ventures through the issues to do with customer satisfaction and venture profitability are concerned. Attention has been directed on how business ventures have strived to attract customers with absolute totality and in turn making profits from their attraction through market precision themes. This study dissected how market precision has enhanced customer satisfaction and venture profitability through how mega service providers have tuned their businesses to ensure the total attraction of customers to enhance both customer satisfaction and Venture profitability. This research further utilized the relevance of secondary sources of data as well as a few interviews from a few customers selected at random and a few workers systematically selected from concerned business ventures to bring to light its core objectives. Also, empirical data was collected from companies like Thwaites Engineering and Top-Star investments, a pair of engineering firms based in South Africa, in Mpumalanga province to be specific in a bid to help shed to light the issues under veritable discussion.

1. Introduction

Market Precision communicates to high efficiency marketing with the intention to promote sound business venture returns at the same time ensuring solid customer satisfaction. This piece intends to address how the relevance of market precision fares in ensuring business venture profitability and customer satisfaction. It follows however the many works that has been done in trying to shed alight customer satisfaction in its independent existence. This study diversified the previously done studies on similar issues by tagging the understanding of business venture profitability to the same table with customer satisfaction through the lenses of market precision. Business themes have been widened at length through various global improvements on the commercial front, this takes into cognizance the rise and improvement of electronic commerce, the rise and integration of 3D printing into the business world, the relevance of psychological works on determining the behavioral trends in choice and passion linked to time of the customer base at large and even the elasticity of capitalist ventures where open markets have exposed the world to a wide range of products under one roof, the use of internet platforms.

Market Precision has brought to light avenues on how customers can easily narrow down their products of choice and in so doing, also providing their service providers with the know how to improve their service delivery. It has to be realized and acknowledged that there is an inseparable relationship between customer needs and enterprise service delivery, the relationship has since been the face of continued business improvements with the aim to maximize profitability at the same time capturing the never ending cycle of customer attraction. This undoubtedly has been the core

drive behind the diversified spectrum of customer base identification and business venture widening. Attention has also been shared on how customer base has influenced enterprise decision making center piece through how managers of business ventures have made use of customer patterns and trends to forecast into light their needs and expectations through mathematical predictions. All these issues have been owed to the precise relevance and pro-active nature of market precision regimes being entertained in the business world.

One is compelled to justify the reality that the deployment of data mining tools has necessitated the mining and preparation of data on supply quantity owing to the bellicose by business facets to attend to the needs of their customer base. These preparations have been of huge relevance since their expertise has been the core scale on business profitability following particular attention given to versatile customer needs veritably in the same line attending to the customer base satisfaction. This is in line with the classification of customers by means of their veritable needs and wants in relation to time which is where market precision plays a pivotal role in determining the necessary upgrades on quantity forecasting regimes through customer expectation themes. This owes to the fact that a company or business whichever the case is can choose to purpose difference in service delivery all in a bid to follow and scale up to the expectations of its customer base in the language of its expectations and needs through the membrane of time.

However there has been heavy debates on whether there is a relationship between customer satisfaction and business profitability. The same argument has birthed to light a new regime of relational business quagmire on whether the two variables can exist in their independent selves without influencing one another and also whether there is one significant variable over the other thus channeling to the one which is vital for the existence of another. This piece intends to shed more light on these issues through the understanding of market precision at large. It discusses the research background and related material review first and briefly sets into context precision marketing regimes better fit to enhance enterprise profitability and customer satisfaction before it expounds the limitations of the issues in conceptual study.

1.1. Research background and Methodology (Brief Synopsis)

Recent studies have tried to unravel to a reverting degree the veritable means to understanding how market precision has been of use lately in as much as enterprise profitability and customer satisfaction are concerned. This has been owed to how economic explosion has been the order of the day through capitalistic means. Prior to understanding customer satisfaction and enterprise profitability all attention is focused on market precision regimes.

Market Precision stretches from how decision making frameworks to influence it right are constructed, appreciated and executed. The success of business proclivities rests on the proactive nature of how managerial skills are entertained by a business and the same also stretches to how that influences customer attraction and satisfaction, Epstein, Jones (2002). Like decision making framework model developed in the past, the veritable issue of customer attention and modeling has been appreciated through the segmentation of their interests and needs which in turn helps the enterprises in question to help them enjoy unparalleled profitability, Cheng and Chen (2009). This is in tandem with the RFM model which was propounded to light and eventual life by Hughes (2000). The model has been of huge precision marketing significance in respect to how it has aided businesses with customer segmentation in as much as customer value and behavioral analysis is concerned, Chen, Sain and Guo (2012).

Achieving clustering standards right in the art of customer segmentation has been a facet in the marketing world enhanced to greater heights by customer relationship management improved by the combo of the RFM and the K-means Models, Wei et al (2013). The two models have been used to calculate how both customer satisfaction and enterprise profitability can be appreciated in their veritable enhancements under the influential dome of precision market.

Moreso, there has been also the issue of customer loyalty and enterprise profitability whose relevance in understanding has been brought to light by the ethical considerations of precision marketing. Ranaweera (2007) has proposed that the longer a customer stays in business with a

particular the veritable ease it becomes for loyalty to exist between them. The loyalty mentioned has an effect which benefits all the variables in question, Zeithmal (2000), the customer benefits satisfaction from the loyalty of the enterprise its business with whilst the business benefits in revenue increase through the loyalty of the customer, Mithas (2006). The issue then becomes about how market precision enhances the issues under a veritable conceptual microscope, an attentive eye will look at pockets of elevation ranging from incentivized purchase power, behavioral influence of choice and price cuts sometimes among several others, Yu (2007).

Furthermore, the relationship between customer satisfaction and enterprise profitability has been enhanced to light by how some market precision avenues have been birthed to action in the business world. Anderson et al (2004) proposes that customer satisfaction ensures customer retention which further leads to a number of veritable outcomes like securement of future revenues, net cash flow increase among several others. Keiningham et al (2005) proposes that profit sharing avenues have greater returns to the image of the business the same way they have positive impacting on the expectations of the customer.

2. Market Precision Regimes

Owing to how past research endeavors have fared in unraveling the dynamic image of precision marketing it can be understood that the issue has evolved over time due to the changes in business conduct especially in respect to how market forces have advocated for business regime openness to support innovation and competition. How Ilieska defines precision marketing in (2013) is different with how it was defined in (2016) by Obednikovaska which verily sets to image a whole different look against how business was precisely themed to light in contextual terms by Zhang in (2018). The regimes have been diversified owing to how business has been multi-facetedly defined. It has taken the rise of electronic commerce through the prowess of Bezos and his Amazon conglomerate forces and Tencent through the contextual trajectories of visuals from Jack Ma among other veritable electronically advanced platforms of commercial play in the language of business. This has been understood under the labels of electronic commerce and systems applications where specific data mining techniques have been tuned to profitable ends, these in their skillful means to influence managerial platforms have enhanced better sound decision making frameworks better fit in ensuring customer satisfaction and enterprise profitability among others.

This piece however focuses on how precision marketing has the ability to enhance customer satisfaction and enterprise profitability without too much attention to how electronic commerce influences business proclivities. It discusses how product quality over quantity reigns supreme in influencing a business in relation to its customers and how customers in reciprocity to the quality of a business' output verily ensures a sound relationship between the two. It also focuses on how influence on customer behavior on choice through psychological means has the veritable way of ensuring returns to the business' expectations and goals. Also there is the casting of a versatile customer cushion which flattens the curve on ill-themed attention given to customers of different taste by means of customer segmentation and clustering which generates loyalty in the customers at the same securing vast net cash returns. Lastly, there is how service computerization and systematic conduct exposure has been used in ensuring efficiency in as much as loyal reliability and relentless available dependability comes defined. These are discussed in relation to how the operationalization of Thwaites Engineering and TopStar investments veritably handles their precision market regimes towards the variables themed in the context of customer satisfaction and profit profitability.

2.1 Endorsing Product Quality over Quantity

“Product Quality” feeds either from both or one of the following forces, market orientation or entrepreneurial orientation. The forces mentioned comes defined through many avenues ranging from gaining on data mining about customer needs and expectations, data on rival companies and environmental forces, Alarcon, Sanchez (2013). Thwaites Engineering as a company has mastered the art of rivaling other engineering firms through honorable avenues defined by relentless respect towards high quality deliveries to its customers. An interview with Zulu (July, 2020) exposed the

fact that the issue of quality deliveries has an impact so reciprocal to both the variables in question, it saves the customer so well that the only option to maintain its ego being hailed an asset is doing business with the same company which graduates the relationship to more of a tradition than otherwise. The company's attitude towards its very own definition of quality does not end at product unveiling and dishing out but it extends to its delivery services right before the doorsteps of its customers. Suchanek (2012) proposed that there is no one shingle to the understanding of quality but there is what in the business world is and projectively understood as "Quality Regimes". One can draw material conclusions from the fact that the firm has been doing business with companies like Eskom, Dudva Power, Kego Mining and Kriel Power for years because of the trust born of the loyalty shown by the customers to the enterprise in question owing to its veritable reliability and dependability, Tlou (July, 2020).

Under the thematic dome of quality as a precision regime for refined marketing, Size in length has been appreciated on how the quality provisions of the company in question comes defined. Heavy duty business enterprises feeds on upper echelon quality placed on the value of the products in question to achieve their goals since their companies work in dirt for hours dealing with unbearable environmental conditions. Dudva Power as a mining company has been in business with Thwaites Engineering because of its capability to deliver all sizes of Base Plates in all sizes varied by taste of quality, Zinhle (August, 2020). Van Heder (August, 2020) exposed that customer satisfaction defines itself through the reaction and attitude regimes of the customer itself towards its conduct with the company in question. The fact that repurchases have been recorded and that persuasion if not unconditional coercion of other companies has been the core tradition over the years translates to unparalleled customer satisfaction and enterprise profitability, Kara (2005). Base Plates have been known to come in different sizes and the engineering firm has been well equipped in as much as delivery of products varied by scale is concerned, Kego Mining has been one of the major companies to benefit from the segmentation of product quality and availability depending with the money it is willing to spend as a customer. The relationships between these companies have been molded to life basing on these lines where profitability depends on customer satisfaction and where customer satisfaction is born of enterprise profitability feeding on quality regimes delivery.

Table 1. Stage Value Accumulation- Domino Effect Model.

Normal Quality of Product (1a)
Normal Number of Customers (1b)
Normal Returns in Profits (1c)
(Decision Making Framework Phase)
Increase in Quality of Product (a1)
Increase in number of Customers (b1)
(Customer Satisfaction) ^{b2}
Increase in Profit Returns (c1)
(Enterprise Profitability) ^{c2}

The above model explains how quality influences satisfaction and profitability in as much as customers and enterprises are concerned taking into cognizance the customers involved and the enterprise in question. (1a) expounds the first stage where quality is prioritized unconditionally by the companies in question which draws closer concerned customers (1b) there by influencing profit margin returns (1c). The Domino Effect then plays part after the completion of stage one right into stage two where through the Decision making framework adopted and deployed the profit margins translates to increase in quality of product (a1). The increase in product quality (a1) then influences repurchases of the same products at even higher prices to benefit more firms in question on the increased number of customers (b1) following quality of products over quantity hence leading to serious increase in profits (c1). The model at the end of stage 2 defines with honorable ease, customer satisfaction (^{b2}) and enterprise profitability (^{c2}) through the influence of a Precision Marketing Regime in the language of Quality.

Lastly on this part there is “*Durability of product and Time of product manufacturing or repairs*” as quality regimes in as much as product quality dishing out and deliveries are concerned. Mining Pulleys have been repaired and also made from scratch from TopStar investments under the shingle authority of Thwaites Engineering in a little period of time. Companies like Kriel Power have benefitted a lot from their loyalty to the engineering firms in question since their needs and demands have been taken serious and satisfied in short periods of time than otherwise. Van Zyl (July, 2020) has made it clear that time of product make matters in business circles because it proves how serious and attentive the attitude of the company is towards the expectations of its customers and in turn it has been the major drive behind profitability. The durability of the products made is dependent not on the time spent making the product but on the materials used to make the product in question, Brooks (July, 2020). As for Pulleys TopStar investments have been defined by the deployment of the best if not the finest of all materials in preparing them for durability coupled with elegance. The same can be concurred on or at MangoRollers in relation to how the relevance of durability as a major push towards the capture of enterprise profitability and customer satisfaction is concerned, Mavhiya (July, 2020).

2.2 Casting a Versatile Customer Cushion

A versatile customer cushion can be explained by means of customer segmentation defined through quality of choice, choice of price, quality of reliability, both quality and choice of repurchase and quality of loyalty of the customer. It should be agreed that customers get the same treatment at face value but behind that reality defines itself behind closed doors, Epstein (1999). Treatment is aligned to and with how the customer treats the enterprise in as much as his/her own needs and demands are made known all the time. Thwaites and TopStar engineering firms have made strides in the segment of customer categorization owing to how customers have fared with their services over time, Dutka (1993). The casting of a versatile customer cushion catalogues to light and sight how the business traps customers into an ever ending cycle defined by quality of attention given to the customer at the aim of both achieving enterprise profitability and customer satisfaction, Suchanek (2012). The cataloguing of customer needs has also been deployed to cast an element of belonging in the subconscious existence of the customers in as much as securing a reliable and dependable business spot for their demands and needs is concerned.

Firstly, a sense of “*belonging*” is constructed in the mindset of the customer through how the firms in question gives attention to their needs on the daily or at any given period. Companies like Precision Alignment have earned their image on the mindset soul of the Managerial Centre of Thwaites Engineering and TopStar Investments as companies that always show up at any given period of time following Mine and Power station breakdowns. The company has had firms repaired or configured right to precision alignments of choice sometimes even during the night showing how committed the firms in questions in as much as delivering unparalleled relentless services to its customers by means of understanding their nature, as confirmed in an interview with Van Heder (July, 2020). The fact that these companies are served at an given period of time shows how a sense of belonging is seeded so as to influence how their future conduct with their service providers would verily be defined as learnt in an interview with Zinhle (July,2020). Customer satisfaction has everything to do with how the customer is treated whenever its interests are concerned and the satisfaction of these customers has a solid relationship with how the image of enterprise looks like to the outside world. One can agree that the precise nature of this customer cushioning model acts as a marketing strategy in silence to influence salient profitability at the end of the day through the attraction of more customers all having been commenced through the treatment of a single customer. This is how businesses get referral customers who will also come with other customers having realized the capability potential of the companies in question in as much as delivering services is concerned, Mutimunye (July, 2020) confirmed in an interview.

A sense of belonging also influences various other issues like loyalty of the customer which also comes packed with repurchases which are healthy for the profitability image of the service providers, Cullen (2001). A sense of belonging has been the core drive behind how the pellucid

nature of customers to complain where wronged comes defined as part and parcel of the relationship they share with a particular business enterprise, Dukta (1993). Thwaites engineering has purposed right the art of ensuring customers are incorporated into the DNA set up of its collective service delivery interface time after time and that has benefitted its collective image hence leading to the attraction of new customer regimes at the same time maximizing on profit returns, Zulu (July, 2020). The reason why companies like Kego Mining, Precision Alignment still maintains business relations with Thwaites Engineering is because there is a sense of belonging in how they view their service provider as a product service deliverer powerhouse. The continued repairs of gearboxes, Base Plates and even the manufacturing of these companies at Thwaites engineering expounds how the magic of precision marketing is working right in the language of a seeded sense of belonging which has fostered loyalty between the two variables in question, Zinhle (July, 2020). Customer satisfaction and Enterprise profitability cannot be out ruled from conceptual sight considering how these arguments favor business perpetuation through sound relations between a consumer and its service provider.

Table 2 Market Precision Customer Segmentation Tree

Data Mining
Decision Making Framework
Categorization
Quality
Price
Loyalty
Reliability
Repurchases
i) Customer Satisfaction as the tree goes down ii) Enterprise Profitability as the tree goes up

The above customer segmentation tree shows how Thwaites and TopStar Engineering firms purposes their control of and on business relations for the benefit of their goals as companies and the benefit of the customers on satisfaction issues. Companies generally mines data on their customers through computerized models which they use to brush their images before the same customers in a bid to stay in business no matter the odds involved in as much as business issues are concerned. The data mined influences the managerial decision making framework of the companies in how they categorize customers or promote customer segmentation by means of quality which influences price of the products involved. The relationship of both quality and price graduates the image of the company to one defined by loyal customers whose reliability in turn influences repurchases therefore leading to high profit returns.

It should be realized also that the tree works for customers the same way it does for the companies in question but from the bottom going upwards. Customers in their habit of repurchases they are prone to the realization that the companies themselves are reliable because of their availability whenever sought after which graduates the sense of loyalty in the purchasing power mindset of the customer. With loyalty in place prices no matter their nature, they are ignored on sight especially considering how products will be defined first by quality and less by prices, it therefore shows a relationship influenced by precision marketing in as much as customer segmentation is veritably concerned.

Lastly on this part is the issue of “*Attention*” in how enterprises uses customer information to control and manipulate them to stay in business. Attention is defined through various regimes of issues mostly ranging from quality, prices, loyalty and reliability, to be concise, how customer segmentation is done has a lot to do with how attention is purposed on customers owing to their relations with a particular business, Plowman (2010). Thwaites Engineering and TopStar Investments firms gives attention to all of its customers but through different prisms, Mtshweni (July, 2020). The precision of marketing in purposed right on how customers are given attention based on quality, others on price, with others varying between reliability and loyalty. Companies like Kego and TransAlloys companies have been given attention on the basis that they are loyal and

they respect quality over quantity in as much as they are reliable when it comes to payments, Mutimunya (July, 2020).

Attention shown to customers has an effect towards how they relate with the companies they are in business with. It gives them a sense of belonging which translates to higher precision on loyalty issues and reliability all veritably communicating enterprise profitability through the notch of customer satisfaction, Prabhakar (2007). Basic Marketing ethics communicates that a customer is prone to repurchases at a company where his/her needs and demands are treated like they are the only that matter. Mamvura (July, 2020) communicates that there is an inseparable relationship between attention shown towards a customer and the repurchases that customer is most likely to make in return to the attention shown. It does not end there, it extends to the influence that customer will have on other customers hence recruiting more consumers to the leverage of the company in question, Masilela (July, 2020). These issues both graduates into two possibilities namely the influence of customer satisfaction over enterprise profitability hence the power of Market Precision in as much as enhancing to greatness the variables in question is concerned.

3. Limitations

The limitations of market precision spans from an element defined by a scenario where an enterprise spends for quality upkeep more than for making profits. Situations like those drives companies into the ground mostly because profits raised or money made would be used not for the growth of the company in as much as making profits is concerned but would be defined by the satisfaction of the customers more than the enterprise's profitability.

The unpredictable nature of consumers/customers also undermines the collective functionality of precision marketing in the grand stand of business ethics. Time is the core drive behind evolutionary strides in the business world, customer regime revolutions also depends on it, one can cite the rise of internet elevations in the control of business climate to define and have refined a better understanding of how the unpredictability of customers has become through time. There is need to look at time to understand customers the same way there is need to look at business potential through the collective prism of marketing environment. Let's take for instance the rise of Amazon as an electronic Czar in the field of online commerce in the business world, its relevance is verily understandable to and in environments where internet networking is of huge understanding as a way of life more than otherwise. This then translates to the reality that the unpredictable nature of customers is communicated over time through how the world reacts to certain cultural changes and appreciations.

The problem with giving too much attention to company ethics over business logic is that wrong views and perceptions are entertained at the expense of avenues supposed to be acknowledged for enterprise profitability. The difference between company ethics and business ethics is derived from the choices by one to ignore the collective marketing climate involved in as much as the business in question is concerned. Precision marketing communicates to mathematical formulas intended to simplify the complexity of business environments and amplify the better chances to making a profit for a business through the positive handling of the customers. Traditions however have a tendency to paint a blurred picture on the pellucid nature of business ethics following the collective eclipsing of the emotions behind enterprise ethics. The symptoms of such enterprises whose collective interfaces are manipulated to light by traditions at the expense of profitable business avenues can range from sure myopias defined by too much attention on facets of the business verily detrimental to the fitness of the business, say quality over profits, the pride of the firm over the pride surrounding its output, the legacy of individual input in the firm over the legacy of the firm which can influence individual innovative regimes in the world among several others.

Staying in business over growing in business is another limitation of precision marketing in as much as business is concerned. Precise avenues towards profit generation works less in environments where the zeal to be a business variable depends more on individual zeal to matter outside the aspirational corridors of making a profit. Staying in business has more to do with stagnant pride defined by anti-mobile marketing tendencies and less to do with expansionistic

tendencies whose core value comes defined through the elasticity of business ambitions. Business growth depends more on and from profit returns not from and on traditional business venture interfaces, one has to look inside and outside to attract customers through the forecasting of their veritable satisfaction and to look outside and inside to make profit returns to ensure the expansion of business elevation.

4. Results, Discussion and Conclusion

This research confirms that customer satisfaction is dependent to business proclivities designed with the mind of the customer itself on sight. It also verily agrees that precision marketing influences positively customer satisfaction in relation to how pellucid the soul of the business in question is in as much as the attention it gives to its customers is concerned. There is an inseparable relationship between customer satisfaction and enterprise profitability. The way a business attends to the needs of the customers is the way its customers attends to the expectations of the business in as much as profitability is concerned.

Against the popular background that there is no relationship between how the two influences one another in relation to the shingle themes of customer satisfaction and enterprise profitability, this piece endorses to light the reality that a company aims at a profit with the idea to satisfy a customer in mind. Repurchases of company products communicates to light the fact that a certain level of palatable reciprocity has been seeded to life to and in how a company would have purposed right how to prioritize product quality at a fair price to the potential leverage of both the involved variables. With customer satisfaction a possibility there is zero chance where enterprise profitability can be ignored.

These findings confirm that precision marketing has precise ways of influencing the climatic nature of business proclivities with the core intentions to ensure the achievement of customer satisfaction and enterprise profitability. They also confirm that the decision making system of an enterprise is the core drive behind veritable foundations whose very purpose can either run the company into the ground or otherwise. Not to be ignored also is the fact that there is too much to learn from how data mining is purposed right in the business world since it is the root to how the business grows through sure elevations whose interfaces brings to sight and light profits to both in the language of satisfaction to the customer and profitability to the service providers.

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