

CONCEPTUAL REVIEW ON ACHIEVING CUSTOMER SATISFACTION THROUGH EMPLOYEES BASED ON SOCIAL EXCHANGE THEORY IN SERVICE INDUSTRY

PRABJOT KAUR¹ & DEVOSHRI MUKHERJEE²

¹Academic Associate (OB & HR), IIM Kashipur

Research Scholar (Management), Uttarakhand Technical University, Dehradun, India

²Academic Associate (Marketing), IIM Kashipur, Uttarkhand, India

ABSTRACT

In today's competitive business arena, it becomes very arduous for an organization to strike a balance between the satisfaction level of its internal and external customers at the same point of time. It is often seen that in employee-customer relationship, an unbalanced situation occurs when the employee's work satisfaction is low and the **customer's satisfaction** from the organization is high. Now such types of situation comes into the picture when the focus is given only to service quality achieving satisfaction of customers by the organization avoiding the **organizational practices** making employees satisfied who deliver quality services actually. Deep concern must be focused on satisfying employees by the organizations. After all it is the human resource that satisfies the customer with the **service delivery** in service organisations. Therefore taking into account the same concern, the study has made an attempt suggesting **employee satisfaction** as a modest tool for attracting, satisfying and retaining customers and thus enhancing organizational performance. This paper contributes with the literature review on the subject showing relationship between organizational practices, employee satisfaction, and customer satisfaction justified on the basis of **Social Exchange Theory**.

KEYWORDS: Customer Satisfaction, Employee Satisfaction, Service Delivery, Organizational Practices, Social Exchange Theory