

Responsibility Toward Customers: Is Ethical

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Responsibility Toward Customer is Ethical

Business ethics refer to the proper standards and policies of dealing with people and issues within and without the business environment. Ethics stem from right and wrong and businesses must be careful ensure that they do things right. Customer responsibility, on the other hand, emphasizes on the importance of businesses meeting their customer needs and ensuring customer satisfaction. Businesses, therefore, have an obligation to customer responsibility; they must treat their customers with the best standards to ensure customer satisfaction. Most businesses have a code of ethics with a section describing how customers are to be treated and dealt with and employees must be well oriented in matters ethics while dealing with customers. “Employees must be provided with the requisite orientation and training to ensure they understand the criticality of being ethical in all their interactions” (Newman, 2014). As such, customer responsibility is ethical and the ethics must be upheld for the business to thrive.

Businesses have a customer responsibility in promotions and advertisement. They must provide true and actual information about a product that is not misleading to the customer. They should not oversell their products or services. Businesses must also uphold honesty and transparency in all their financial information and prices. According to Hill (2015), customers use the information provided by businesses to make decisions and thus the information must true. This increases customer trust in the particular business thus boosting the growth of the business. Integrity must be upheld and promises made to customers must be met. Integrity is instrumental in the building of lasting customer relationships. The values, norms, and the culture of the business must support and show commitment to high standards of dealing with customers. “The company’s values must reflect a commitment to high standards of customer service and

also fair practices for its employees” (Newman, 2014). Different customers have different needs and preferences and this requires that the organizational culture and norms support employees as expected. Furthermore, customer needs, complains, and dissatisfaction should be addressed promptly to ensure that satisfaction is attained. Customer complaints often suggest that something was not done right and, therefore, must be addressed as they arise.

Customer relationships are pivotal if a business is to thrive. Building strong customer relationships is greatly influenced by how a business treats its customers. According to (Hill, 2015), the success of a business depends heavily on its performance in the marketplace; customers are the market of a business. Customers must be treated with respect and their rights must be upheld. Customers are becoming savvier of their rights as time goes by. Customers have become smarter, more well-informed and are quick to perceive if they are being cheated (Newman, 2014). They continue to demand more and more from businesses in terms of consumer rights and consumer protection. Customers demand safety rights, privacy rights, product reliability, and fair prices from businesses. Essentially, there are laws and regulations that govern consumer rights and consumer protection due to the consumer vulnerability that exists.

Treating customers ethically is good for a business. Customers who are treated right and with proper standards hold the business in good level and in high regard. They have to trust the business and this increases customer loyalty. “Fair practices reduce employee attrition and create a relationship of trust and loyalty in the minds of the employees” (Newman, 2014). However, customer responsibility is more of an obligation to the business than just a practice. It is also a

requirement of the law to some extent and thus remains an obligation for the business.

A business that does not meet its customer responsibilities is unethical. This is because it does not treat its customers right. Furthermore, it does not meet the needs of its customers. Unethical behavior may include providing customers with false financial information, disrespecting customers, dishonesty, and disclosure of otherwise private customer information and provision of unsafe products. Failure to meet the obligations of customer responsibility also violates customer rights and the rules and regulations that govern consumer rights and protection. All these actions go against what customer responsibility represents. As such, customer responsibility cannot be unethical.

In conclusion, customer responsibility is at the heart of business ethics. Honesty and transparency, integrity, fairness, keeping promises, and addressing customer needs promptly all aim at doing what is right and avoiding what is wrong. Customers must be respected and treated in a proper manner to ensure that long term success is achieved. Unethical treatment of customers may lead to legal suits and losing of customers this leading to collapse of the business. Customer rights must be observed and by a business meets its responsibility towards its customers. There are regulations that govern customer protection and customer rights and as such it is an ethical requirement for the businesses to meet their customer responsibilities. As long as, contend that customer responsibility is ethical at all kinds of business and must be practiced.

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