

Example of does the
workplace fun impact
employee
perceptions of
customer service...

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Introduction

This article is basically about employee and customer satisfaction. It is common knowledge that customer satisfaction is dependent on the management of a company in the sense that employees who are happy with the manner in which they are treated will always have fun in carrying out their duties at the company. Firms which have fun cultures of are more satisfying to the employees and this culture is ultimately conveyed to the customers who are the main focus for companies. This positively impacts on the growth of the company in terms of increased customer base and a subsequent gross income.

The fun culture is usually incorporated through free interaction of the all levels of management in companies. It may also entail organizing entertainments for employee and further creating ways of ensuring the customers remain entertained. The later may be done through the use of unique comical effects on products or even use of songs where employees sing to customers. Such activities change the perceptions of employees positively and as such they are more likely to form a habit of purchasing the company's products.

The focus of the article is the quality of customer service and how companies manage to net a wide base of customers through the use of various modes of communicating to the consumers of their products. It puts into perspective the various ways of ensuring the achievement and subsequent upholding of work place fun. Consequently, it explores some of the fun

activities which companies engage in and these include giving awards to the employees as well as creation of games that aims at presenting gifts to customers.

Further, working environment that incorporates enjoyable and comical activities are the most preferable to employees and creates a better platform for communicating company ethics to consumers. For the employees, organizing outings and holding birthday parties are the most favored fun activities according to the article (Karl, 2006). The article looks at the companies where the fun culture has been integrated. All the firms which have incorporated this culture that have been examined reveal that there has been more employee and customer satisfaction as compared to when the culture was not integrated.

However, fun should not be overemphasized since it also differs from one person to the next depending on a person's past and present influences, rather the main aim is to ensure fulfillment of each employee's work values. In conclusion therefore, fun culture at work place is directly proportional the employee satisfaction and perception of customers on quality service.

References

Karl K., Peluchette J. " How Does the Workplace Fun Impact Employee Perceptions of Customer

Service Quality?" Journal of Leadership and Organizational Studies 13. 2 (2006): Print.