

## CUSTOMERS ENGAGEMENT AS A FORM OF SATISFACTION CREATION IN BUSINESS RELATIONS

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### Abstract:

#### Purpose

The aim of the study is to determine the vulnerability of B2B clients to activities involving in three areas: economic, hedonistic and creativity. B2B clients, as organizations of an institutional nature, are focused on the implementation of economic tasks, however, interpersonal relationships are still very important. The client's and supplier's staff interact to foster a wider development of the business environment and organizational culture of both partners. Together induced improvements in tools and processes as well as creativity also foster long-term relationships.

#### Design/methodology/approach

The research carried out in the form of questionnaires contains the open questions regarding to the desired functions of used tools or biggest nuisances, as well as to how to eliminate them. Several experiments were also carried out involving clients in seasonal activities. Seasonal activities consisted of participating in the N-birthday party of the online shopping system.

#### Findings

Research has shown that customers are eager to participate in activities to improve the usability of commercial tools used, such as online store functions and the quality of processes in the company. They also participate in events, expressing their openness and willingness to play. Many clients are also involved in creative activities.

#### Research limitations/implications

The research was conducted on a limited group of respondents, which gives a fragmentary picture of the studied phenomenon, focused only on the participants of the study. Similarly, experiments did not include criticism of engaging activities. It seems, therefore, that the presented research is a purposeful research leading to proactive business tips.

#### Practical implications

Summing up the research, we can find out that engaging activities can be a catalyst for the construction of a partner business ecosystem at the B2B market. This market includes elements of organizational culture and open source innovation to develop the business model and create value for clients and enterprises.

#### Originality/value

Research on customer engagement in the B2B market is rare and usually limited to the analysis of relational activities based on sustaining partnerships. The computerization of purchase and sales processes is also observed while eliminating interpersonal relations. What's more, there seems to be a progressive process of replacing interaction with humans, "interacting" with machines with humanoid features. The work presents effective ways of engaging B2B partners with maintaining the humanistic nature of interaction.

**Keywords:** Customer engagement, co-creation, customer experience, B2B