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MONOGRAPH

Influence of technological advances on customer satisfaction

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Mainly I want to thank my parents and God for this monograph because they give me the opportunity to educate myself in a good school and provide me with all the tools so that my education may be something more than profitable rather that it offer me the knowledge and insight I will require throughout my lifetime. Thanks to the effort of my parents, nothing would matter and I would be no one without them.,

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I thank the rest of my family, especially my uncles to whom I am very grateful because despite the distance that separates us, they have always watched over me, advised me and supported me.

And finally , to my friends who I consider to be more than friend, as they have been there for me in the good and bad time and have always had my back..

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INTRODUCTION

The following monograph is an investigation about how it has influenced technological advances to society and how it has met our needs from the first moment, how it has changed us and all the ways in which it has helped us. The purpose of the monograph is to teach and demonstrate the benefits that technology offers us and the way in which we can improve little by little thanks to it in the industrial, medical, educational and technological fields. Technology is a science that is applied to the resolution of specific problems, there

are different types of technology but we often use the term technology to refer to the theoretical discipline that studies the knowledge common to all technologies.

The reason why I chose this topic for my monograph is because I think that technology is now at its best because of all the benefits it gives us, knowledge and the way we use it as a tool is incredible. We live in a world where You literally can not not be surrounded by technology, it is incredible as thanks to it, no place is so far away or any person is unknown.

This monograph consists of three chapters: the first chapter talks about the reason for the changes caused by technology and its benefits. The second talks about customer satisfaction and the NPL and what this technique consists of. And the last chapter is how technology has changed the field of medicine and industries.

SUMMARY

In this mografia I will explain what technology is, how we use it in different fields such as in industries, medicinal and educational. I liked this topic that is divided into two, one is technology and the other is how it has helped us to improve our daily lives in the areas that already explain, I explain how medicine has progressed discovering new diseases, how to treat them and their cures , improving medicine. In the industrial that is very broad has helped in infinite ways for example the main ones for me would be the

communication as are the phones that facilitates us to contact each other, means of transport, the factories and every time we create better ways to facilitate work heavy inventing machines, agilizing the work that a group of 10 workers would do in 10 days the machines do in 3.

Mainly my monograph is dedicated for young people, so that they use technology with awareness and make the most of what they can give us, also so that they can tell how our people have improved since we are from the age of the millenials and we do not have memory of how was life without technology.

CHAPTER I

Reasons of the change

1.1 Why we change?

The importance of technology is present since man discovers fire. Technology is called the union of knowledge with which products and services are created, generating a better lifestyle, solving their problems, meeting their needs and fulfilling their wishes.

It is becoming part of our nature and it was to be expected for all the good that it does us, the facilities and comforts in work, study, social life and at home. Thanks to her our standard of living is better because we all benefit in all types of industries such as medicine, education, entertainment, tourism, textiles and many more.

we also use it to help the environment generating items such as Nebia is a type of shower that helps reduce up to 70% of water that is wasted when you bathe, this shower consists of using the same jet but smaller drops that help cover a greater range of the area, as is also the case with Tesla cars that are completely electric using Panasonic brand electric batteries.

Satisfies all our needs there is no field in which the technology is not linked, if not for the advances in surgery, medicines and analysis, millions of people would not be breathing now if not for the advances in technology and likewise.

Technology is a synonym of ease and when an item is difficult to manage it will be destined to failure and even if for a time it meets a need it will disappear sooner or later due to the appearance of new and improved machines that will have a better reception due to its easy use and management.

The technology since the first prototype of means of transport was invented has evolved up to the modern transport that gives us the service to reach any part of the world in a matter of hours.

1.2 Benefits of the change

Nowadays we have the facility to access all the information we want thanks to technology, an educational tool, which gives us better service, facilitating a person's' adaptation with his or her environment while at the same time, satisfying our essential needs.

By utilizing technology as a tool we can accomplish new projects that will help improve our development by creating, engineering and as well as improve our discernment and analytical and creative thinking.

as for communication, There is no better and personalized way to contact our friends and loved ones via video conference. Which allow us a better quality communication, with greater speed and coverage. we can share with others around the world, for work, pleasure, to expand our business career by recognition on a larger scale and even in new social exchanges, allowing us to make new friends around the globe.

It has helped in the creation of machines that improve and facilitate human life in almost all environments, has allowed the improvement of machines and in the same way the ease of doing work and thanks to it we have accelerated the work.

"According to a study prepared by the Economist Intelligence Unit called Humans and Machines, 90% of leaders in the education sector say that technology makes them more

imaginative and creative while 80% say they are more productive."(Dimebeneficios.com, 2016)

Thanks to it, numerous applications have been created that improve student learning using numbers, letters and other topics of interest. By integrating these devices that give benefits to increase efficiency and participation in the classroom, in this way it draws the students' attention and creates an adequate and modern environment to learn. Analyzing the time that was delayed in another time a teacher dictating or writing on a blackboard is no longer a problem thanks to the projection that generates a way to demonstrate the class in a more efficient way.

Not to mention when it is not enough what the teacher teaches you in class, students have their disposal virtual teachers and videos that teach content related to any subject and subject.

In health they have created automated equipment for high-risk operations (laser beam, ultrasound radiation, probes to cauterize), advances not only increase the ease of working in an operation, it also increases life expectancy thanks to organ transplants , interventions from a computer and obtaining antidotes.

In transport we have the opportunity to reach any easily in a matter of hours, thanks to technology and modern transport also the entrepreneur.
"It has been the technological development of the late twentieth and early twenty-first century that has generated what has been called the knowledge society."

(Isabel S. Uplanner 4 Nov 2016)

1.3 What we change?

When we hear that technology has generated "great changes" in society, it does not cause a sensation or great impact on us, the so-called millennials because we were born at a time when technology could be said to be part of our lives, so, for us it is actually just an update rather than a breakthrough and we are little moved by anything short of a miracle, but it is not the same story for our grandparents since they were brought up under different circumstances.y They had to do the leg work and put in the hours andad to look. In the paste, presentation of ideas and concepts was acceptable and well received when presented by implementing the means avaible at the time, exhibitions by means of presenting posters exhibitionS decorated with posters would be now be considered rather mediocre, as we now have the tools to present them in PowerPoint, slide show, pow toon and many more applications which are much innovate and appealing to the audience . We now have the advantage of searching our computer to investigate and find the just the right information, sorting through thousands of results related to any topic.

The way we entertain ourselves without a doubt is an aspect of our lives that has changed, there are different applications and websites that provide home entertainment , one of the most famous Netflix application that has more than 3000 movies.

Making famous, making yourself known and having connections for business are benefits that the internet offers us.The internet has changed us and the way we see the world as well as interact with it in thousands of ways Some say it has had a positive effect on humanity, while others disagree.   My opinion is that God gave t birds the ability to fly, to fish to live underwater, while our gift is our intelligence. We create and improve our

lives for the benefit of all for we are social beings and live in communities . Personally I believe it has been our greatest gift but with great comes a great responsibility so we must act responsibly in accordance to ourselves, our community and the planet itself, for all decisions have consequences and so must never be taken lightly.

CHAPTER II

Customer satisfaction

2.1 Satisfaction

What is satisfaction?

It is an action that is achieved after meeting needs and expectations, it is understood by satisfaction to the mental state that is obtained when the brain has feelings of fullness and happiness. Sometimes satisfaction means the disappointment of others, for example when my favorite football team is winning 5-0 to the rival team of which my best friend is a fan. But when we talk about satisfaction in the field of business, customer satisfaction is the highest priority of any company and business, since the success of the services they provide depends on them.

Klaric (2016) said:
The customer does not buy your product because it is cheap, the leading products and the leading companies in the world sell it for its quality and good service, not for its price, it is a product of such good quality that the needs of the client and you will notice that the price goes to the background.

Business has changed and, as expected, also the consumers. Nowadays, the buyer has the

same product but finds it in 30 different brands.   What can be done to make your product the one chosen by the client? There are factors such as the distribution, t referring to how and where you buy the products as well as how they are delivered. Above all, the client is the most important factor, You have to put yourself in their shoes and ask YOURSELF questions like

Is it worth spending this amount of money for this product?

 Was your service attentive?

 Can I trust this product again?

It helps to measure the satisfaction of customers in business because it is important information that helps you to know where you can direct your business, improve decisions, strengthen the service and eliminate errors.

Why is it important to conduct a study for customer satisfaction?

A company seeks to discover the needs of customers and deliver a product or service that achieves its satisfaction. Every company's goal is seek to meet their customers' needs to assure that the customer is happy and ensure their return. The satisfied customer expresses his positive experience with this company or brand that ensures his future purchase and good reputation.

James (2009) said: "the deepest principle of the character of the human being is the longing to be appreciated."

Another benefit is that a customer, having once bought the product and, if his satisfaction is achieved, he will purchase it again and again a and will give out good references of his experience he had with the product to his friends, family and neighbors

You win a loyal customer who defends the product, and in one way or another, promotes you.

To reach satisfaction, there are some steps that must be taken into account as:

Encourage a relationship with the client: we must be free when interacting with them and creating bonds of trust.

Offer good service: the first impression always counts you have to act fast to serve the customer well.

Be kind and attentive: this refers to creating an environment in which the client feels comfortable and well received, reminding them that you are there to support them

Create a customer service policy: you have to create rules to guide yourself well in the different moments that may be encountered when socializing with the client.

Being a retailer: it is about creating positive experiences in the consumer, whether sending messages of congratulations for his birthday or Christmas.

Anticipate what the client wants: you have to understand the customers by always being the first to know what they need and providing it.

2.2 NLP

Neuro linguistic programming is a concept that emerged in the 70's, due to the need to obtain results. It was created by two Americans called Perls and Satir in order to collect answers to questions and opinions It is linked to psychotherapy and can be applied in any field, whether personal or professional.

The NLP can help us commercially, incrementing sales by perfecting the way we negotiate and the way in which we lead. It helps develop emotional competencies that serve to reach an effective communication, see how the other perceives reality, understand body language, to perfect communication techniques, and by doing so, we can influence others. You also learn to expose clearly and acquire precision in messages to avoid distortions.

It serves as a technique to generate a good rapport that is a connection or tuning with the client thus, they will have more opportunities to offer and ask about a product. It works effectively with the "visual client", meaning those that see or visualize images in their mind, allowing them to order and process all the information properly.

This technique is useful to apply. For example, in a commercial meeting where the products or services are displayed to the client, it is necessary to identify the kind of public that one will have or atincipates to put the exhibition into practice , it is logical not to be delivered to where the people will not pay you the attention you need, This factor can be changed or anticipated by creating an environment of kindness and interest with the listeners.

For this method to work, we must take into account these steps:

1. Each word or action generates a reaction: some actions or words cause negative or positive thoughts in people, causing an impact.
2. Take care of the way you refer to yourself: when speaking with others you need to generate confidence in yourself, increase your security.
3. Eliminate the NO from your vocabulary: while it takes experience, you will eliminate the negativity from your mind and replacing it with a' if you could'

4. Body language: a good contribution to speak well and achieve good speech is greatly influenced by posture and gestures.

CHAPTER III

The history of advances

3.1 Medical Advances

Technology has advanced to the point that is has made itself indespensable in our modern day lives, so as to be able to make a relation to its importance, we can use medicine and its advancements to show the dependence humans have formed for their well being.

The advanced techniques, medical practice and the evolution of medicines are essential to our well being. We have been able to take the advantage of techonology in all aspects in which it can be applied. These advances have branched out into each area of our daily. The manner in which we take care of ourselves, how we produce the products that we produce and consume and of course, how we communicate it is through communication, where we can put these new instruments to work, it it the tool which aids in the pinpointing of a problem or the discovery of a solution, and how we are able to turn it around to make something more accessible, satisfactory or pleasing to others. It is how we discover how, when and where to improve what we are offering. To continue or, on other hand, to simply decide to discontinue something. The technology through medicine has achieved that the processes are diminished and that the results are better, saving lives, improving our health, health and many more advantages that come with it, thanks to it also the scientists have been supported to perform research and analyze more thoroughly the multiple diseases that have been presented.

Medicine is the branch that is dedicated to medical knowledge and practices.

From the origins we have studied the events, reality trying to explain life, diseases and death. The first cultures applied medicine through two pillars that were opposite. One was primitive emprismo that was of pragmatic character and consisted in applying the use of herbs and remedies obtained by nature, the other is the magico-religious medicine that consists of resorting to the gods to understand the inexplicable.

In the code Hammurabi 6000 years ago referring to medicine, his knowledge of healing and his ideology that it was a punishment of the Gods by some impure action and their metadata were related to the same and not to science.

Everything started in ancient Egypt according to Herodotus, there was a doctor for each disease, the Egyptians had a theological vision of the disease but that did not stop them from being the first to look for scientific explanations to the symptoms, creating the origin of medicine.

Greek and Roman medicine took a giant step forward in medicine for humanity, in this time lived the most recognized doctors of all time.
As investigated the humors of Hippocrates and Galen's theories served for the growth of Western medicine for many years.

The medieval medicine was protaginizada by the Arabs who were novel with the cure by means of the alcohol and names like the Avicena that generalize the medicine.

Technology has improved medicine so much that it has helped to improve the treatments and medical procedures that are used in patients, for example the case of pregnant women who, thanks to advances, can practice ultrasounds 5D and 6D, which can follow the steps of baby's developmental management where you can see from your

heartbeat to skin condition and respiratory movement, allows you to accurately determine cysts. There are new and better medicines as well as better equipment.

3.2 Industrial advances

The creation of technology brought many drastic changes for many branches and among them is that of industrialization, helping to change the way of life of the world forever, of the most important creations that have been made of industrialization thanks to technology, that has changed the way we see the world are so many that I could never finish enumerating them but those that deserve more recognition are those that have helped improve our lifestyle such as the invention of aircraft that helped shorten the planet, a dream It started in 1903 and in 1927 it became the best way to connect with the whole world. This was thanks to the engineer and aviator Charles Lindberg who was the first to cross the Atlantic Ocean.

Another scientific breakthrough that was very important is penicillin and antibiotics was discovered by Sir Alex Fleming in Escosia, he discovered the antibiotic capabilities that penicillin is obtained in the fungus. From this discovery all kinds of antibiotics were created that helped to reduce the number of deaths by half.

Massification of the media is without a doubt one of the most recognized and popular, about 50 years ago it was normal to see others without electronic devices but now we could not live without the television, computer and telephone that are our main means

of communication. we use to relate to others, the same with the use of the internet but all this has also brought negative aspects to society in general and even in personal life, but anyway this has helped us to progress a lot in many ways.

Contraceptive methods In the twentieth century many advances were made in the field of anticonception and to combat sex diseases, the invention of condoms, pills in women, help to reduce health risks and also lower the level of deaths due to this problem.

3.3. Applied interviews

How do you think the world would be now if advances in technology had never been made?

Serrano (2018) "I think we would live a very primitive life and I am sure that more than 80% of the things we have and do now as daily life would not exist"

Torres (2018) "we would live like animals because having created technology is thanks to our intelligence and that is what differentiates us from animals"

Enriquez (2018) "I can not imagine a world without technology and I got used to it and its comforts"

What do you think about technological advances?

Serrano (2018) "I am very grateful that they have passed since it gives us many comforts and entertainment"

Torres (2018) "I think they are a double-edged tool you have to know how to take advantage and at what time to use it for good"

Enriquez (2018) "I think it is a vital part of us so much that we could not live without it"

What do you think about how technology has helped education?

Serrano (2018) "is a tool that helps us to better develop the knowledge we have and that we have to improve by learning"

Torres (2018) "which is a help because it helps us to make the works more precise and we have more opportunities to investigate in various sources."

Enriquez (2018) "helps us to self-educate ourselves on any subject without having to leave our homes or have teachers, thanks to this it is a test that we are progressing and technology gives us new routes to learn.

Survey applied
Analysis of the applied survey

CONCLUSIONS

At the end of this monographic work it is concluded that:

The conclusion of the first chapter of this monograph is that it was inevitable that man discover technology since it is in our nature to always discover and learn more about new things and more if they are beneficial to us. Without a doubt, technology changed our lives and in this monograph I explain the reasons why we change and the benefits of change.

In my second chapter the conclusion is different since I talk about customer satisfaction is a different issue than technology but somehow they come together because thanks to the technology and the comforts and luxuries that have given us has been able to achieve compliance with our expectations and covering our needs. I also talked about the importance that the NPL technique is for measuring consumer satisfaction.

I finish by concluding my third chapter specifying the importance of technology for our environment and everyday life as it provides us with comforts and contributes to advances in any field that exists.

RECOMMENDATIONS

At the end of this work it is recommended that:

I want to start by saying my recommendations that I thought it was an easy job and that I did not have to put in a lot of effort, time or dedication, but I realized that I was wrong since I have to research many subjects and apart from that I have to analyze the texts and draw my own conclusions

I recommend doing time in the monograph and know how to distribute time well because you have to correct small details and perfect it step by step.

I recommend the school to give us better tutorials, and more classes on how to do it well.

I continue to recommend specifically to the reader of this monograph, who should know about technology and how it has revolutionized the world and a little knowledge about customer satisfaction.

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