

The Role of Flowing Smile and Communication Skill Development among Salespersons in Enhancing Customer Satisfaction: A Case Study of Condor Chlef branch Customers.

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Abstract:

This study deals with the impact of the smiling smile of salesperson and the development of their communication skills in dealing with customers and their role in the satisfaction of Condor Chlef branch Customers . The study relied on simple linear regression analysis to test the relationship between the independent variables of smile and facial expressions, non-verbal and verbal communication, emotional intelligence and empathy, transmission of positive emotions, and the dependent variable of customer satisfaction, with the use of a sample of 103 Condor customers in the state of Chlef. The results showed statistically significant positive relationships between all independent variables and customer satisfaction, with a variation in the strength of the relationship. The impact of the transmission of positive emotions had the greatest impact, followed by verbal communication, then emotional intelligence and empathy, smile and facial expressions, and finally non-verbal communication. Calculated R^2 values indicate that these variables account for varying percentages of change in customer satisfaction, reflecting the importance of each dimension in enhancing the customer experience. The study was also exposed to regression equations showing the direct effect of each variable, with strong statistical significance across F and T tests. The study highlights the importance of understanding the different communication behaviors and traits of employees as a strategic means to improve customer satisfaction and raise the level of loyalty. These results contribute to the embodiment of the practical theory of communication and its effective effects on institutional performance in the commercial sector.

Keywords: Flowing Smile; Verbal Communication; Emotional Intelligence; Positive Emotions; Customer Satisfaction.

Jel Classification Codes : M31 ; M12 ; M10.

Résumé:

Cette recherche explore l'influence du sourire des commerciaux et l'amélioration de leurs aptitudes communicatives auprès des clients, ainsi que leur contribution à la satisfaction des clients Condor dans la ville de Chlef. L'enquête a utilisé une analyse de régression linéaire simple afin d'examiner le lien entre les variables indépendantes : le sourire et les expressions du visage, la communication non verbale et verbale, l'intelligence émotionnelle et l'empathie, la diffusion d'émotions positives, et la variable dépendante : la satisfaction du client. L'analyse a été réalisée sur un groupe de 103 clients Condor provenant de la zone Chlef. Les conclusions ont révélé des corrélations positivement significatives entre toutes les variables indépendantes et la satisfaction des clients, avec une fluctuation de l'intensité de la relation. La diffusion d'émotions positives s'est avérée avoir l'impact le plus significatif, suivie de la communication verbale, ensuite de l'intelligence émotionnelle et de l'empathie, du sourire et des expressions faciales, pour finalement inclure la communication non verbale. Les coefficients de détermination R^2 déterminés montrent que ces facteurs rendent compte de proportions variables de fluctuation de la satisfaction des clients, soulignant l'importance de chaque aspect dans l'amélioration de l'expérience client. L'étude a aussi été exposée à des équations de régression qui démontrent l'impact direct de chaque variable, avec une importance statistique marquée pour les tests F et T. L'analyse met en évidence la nécessité de saisir les divers comportements et caractéristiques communicatives des employés comme stratégie pour accroître la satisfaction et la fidélité des clients. Ces aperçus aident à appliquer la théorie pratique de la communication et à observer ses impacts tangibles sur la performance institutionnelle dans le domaine commercial.

Mots clés : Sourire fluide ; Communication verbale ; Intelligence émotionnelle ; Émotions positives ; Satisfaction client.

Jel Classification Codes : M31 ; M12 ; M10..

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1. Introduction

Smiling is one of the most powerful nonverbal communication techniques in the world of sales and services, as it plays a crucial role in defining the client experience and developing long-term positive relationships. In today's competitive climate, salespeople attempt to build successful communication skills that go beyond spoken words to incorporate body language and facial emotions, on top of which is a real grin. According to recent research, a natural, flowing grin not only conveys the pleasant emotional state of the service provider but also has a direct impact on how well the service is perceived by client.

.1/Problem Research: Through the aforementioned, we pose the following research problem:

What is the impact of flowing smile sale-person's and the development of their communication skills in dealing with Condor customers on their satisfaction?

.1/2 Study Hypotheses: Hypotheses were formulated based on the problem of the study as follows:

Main hypothesis: There is a statistically significant effect of flowing smile sale-person's and the development of their communication skills in dealing with Condor customer's satisfaction in Chlef city. The sub-hypotheses are as follows:

- ☐ **The first sub-hypothesis:** There is a statistically significant effect of smile and facial expressions on Condor's customer satisfaction in Chlef city.
- ☐ **Second sub-hypothesis:** There is a statistically significant effect of non-verbal communication on Condor's customer satisfaction in Chlef city.
- ☐ **The third sub-hypothesis:** There is a statistically significant effect of verbal communication on Condor's customer satisfaction in Chlef city.
- ☐ **The fourth sub-hypothesis:** There is a statistically significant effect of emotional intelligence and empathy on Condor's customer satisfaction in Chlef city.
- ☐ **The fifth sub-hypothesis:** There is a statistically significant effect of the transmission of positive emotions on Condor's customer satisfaction in Chlef city.

.1/3 Study Objectives:

The main objective of study is to explore and measure the **impact of a flowing smile and salespeople's communication skills on Condor's customer satisfaction in Chlef city**. Through Sub-Objectives:

- Identify and analyze the dimensions of basic communication skills (sincere smile, verbal and non-verbal communication, emotional intelligence) and their relationship to customer satisfaction.
- Exploring the mechanisms of emotional contagion and how positive emotions are transmitted from sale-person to customers.

- Develop reliable and valid measurement tools to assess the quality of interaction between sale-person and customers in selected stores.

I.4 Study importance: The study contributes to bridging the theoretical gap in the literature of marketing and customer relationship management by providing a deeper understanding of the role of smile and non-verbal communication in building customer satisfaction and loyalty. It also strengthens the scientific basis for the theory of emotional contagion in the context of commercial services. The study also provides an integrated methodological model for measuring and analyzing the complex relationships between behavioral and psychological variables in the sales environment. It also provides updated and developed measurement tools in line with recent developments in applied psychology and service marketing.

I.5 Previous studies : previous studies have shown that

Table (01): Previous studies.

Title of Study	Authors	Year	Main Result
Click, shop, smile: How service convenience shapes e-retail customer satisfaction	Aboueldahab, A.	2025	Digital service convenience with visible smiles significantly increases e-retail customer satisfaction.
Impact of salesperson behavior on customer satisfaction in real estate industry	Fatima, S. & Ahmed, M.	2024	Adaptive salesperson behavior has a significant positive impact on customer satisfaction in the real estate sector.
Is service with a smile enough to satisfy customers? Sincere and insincere smiles via video and vignette	Jones, R. & Smith, P.	2023	Genuine smiles achieve higher satisfaction levels than artificial ones via video.
How to sell without words: What science knows about nonverbal behavior in personal sales and service	Chen, L.	2022	Research confirms the importance of body language and nonverbal expressions for stronger communication and higher customer satisfaction.

I.6 Research Gap Between Previous Studies and Current Study : Despite the richness of prior literature examining the impact of smiles and communication in Western and Asian contexts, a notable geographical and cultural gap persists in the Algerian context, where this study represents the first empirical investigation conducted among Condor company customers in Chlef Province. Previous research focused on isolated dimensions (e.g., digital smiles, nonverbal cues), whereas the current study introduces a comprehensive structural model

integrating 5 dimensions . Moreover, it establishes a precise statistical hierarchy of effects (emotional contagion strongest), filling the cultural void with the unique Algerian concept of the "flowing smile," supported by an integration of 4 key theories.

II:udyTheoretical framework of the st .

II.1 Emotional Contagion and Smile : The concept of Emotional Contagion is defined as the process by which feelings and emotions are transferred from one person to another automatically and unconsciously. In the context of sales, a smile serves as an effective means of conveying positive emotions from the sale-person to the customer, creating an atmosphere of comfort and confidence. Studies show that positive facial expressions, especially a sincere smile, affect the emotional response of customers and enhance their level of satisfaction. (Aboueldahab, 2025, pp228-245)

II.2The difference between a sincere and an artificial smile : Scientific research distinguishes between two main types of smile : a sincere smile (Duchenne Smile) and an artificial smile (Non-Duchenne Smile). A sincere smile involves activating the eye muscles as well as the mouth muscles, resulting in a more natural and honest facial expression. An artificial smile, on the other hand, is limited to the movement of the mouth muscles only, making it appear less convincing and more superficial. (Gunnery, S. D., Hall, & Ruben, M. A, 2013, pp181-194), This distinction has been further reinforced by a recent empirical study which demonstrated that genuine smiles achieve significantly higher levels of customer satisfaction compared to artificial ones, as verified through video-based experiments and simulation models (Jones & Smith, 2023 ,pp302-318).

.II.3 Effect of a smile on human relationships: A smile is a form of non-verbal communication that has a profound and extended impact on human relationships. It is a way to express positive emotions, build trust, and enhance interpersonal communication. (Guo, Meier, & Tompson, S, 2024 ,p e0304726) Understanding the impact of a smile on human relationships is critical to understanding and developing the nature of social relationships. (Jones, Collins, & Hong, H, 2009 ,pp 492-472)

.II.4Theories of Understanding Human Relationships and Critical Role of Smile in Building and Promoting Positive Relationships:

II.4.1 Non-verbal communication theory: Its focuses on the importance of non-verbal cues, such as a smile, in understanding human relationships. It highlights the critical role that gestures, movements, and facial expressions play

in interpersonal communication. This theory suggests that smiling has a powerful effect on the perception of others, as it reflects positive emotions and contributes to building trust. (Kret & De Dreu, C. K, 2017, pp 338-362)

II.4.2 Symbolic Interaction Theory: Symbolic interaction theory focuses on how individuals interpret symbols and semantics in social communication. A smile is an important symbol in symbolic interaction, as it expresses feelings of friendliness and acceptance. This theory suggests that smiling has a role in building social relationships, as it gives a positive impression and contributes to the creation of a warm social environment. (Soares-Cunha, et al., 2016, p11829)

II.4.3 Social supply theory: Based on how individuals present themselves in social situations. A smile is an effective means of social presentation, as it gives a positive impression and increases the attractiveness of the individual. This theory suggests that smiling has an impact on how others evaluate an individual, as it reflects self-confidence and openness. (Fitts et al, 2020, p573830)

II.4.4 Attachment theory: Focuses on emotional relationships between individuals, especially in the context of long-term relationships. Smiling has an important role in building attachment relationships, as it enhances feelings of safety and trust between individuals. This theory suggests that a smile has an effect on strengthening emotional bonds, as it reflects warmth and love. (Mikulincer & Shaver, 2020 ,p 2054)

II.5 The difference between a real smile and a fake smile: The fundamental difference between a real smile and a fake smile lies in the activation of muscles and facial expressions. A real smile is characterized by the activation of broad and medium muscles and the eyebrow muscle. It expresses happiness or sincere inner joy. A real smile plays an important role in promoting mental and physical health. A genuine smile reduces stress levels and promotes happiness and satisfaction.(Kraft & Pressman, S. D, 2012 ,pp 1378-1372)

A fake smile is characterized by the activation of only broad muscles and expresses an external feeling. A fake smile is used in many social contexts to achieve certain goals such as relieving tension or improving social relations. (Ekman, 2009, pp 3451-3449)

II.6 The role of smile in enhancing confidence: Smile plays a pivotal role in promoting self-confidence and social interaction. When a sale-person smiles honestly, happiness hormones like adrenaline, dopamine, and oxytocin are released, which contribute to improved psychological well-being and increased self-confidence. A smile shows that a person is comfortable and open to social

interaction, which enhances self-confidence and social interaction. In a sales environment, a smile is a signal of trust and professionalism, making customers feel comfortable and confident while interacting with the sale-person. This enhanced trust can increase brand loyalty and improve the relationship between the customer and the company. (Barger & Grandey 2006 ,pp 1238-1229)

.II.7 Definition of Communication: Communication Is defined as the process of transmitting information, messages, signals and symbols by various means of communication from the sender to the receiver. (Keyton, J ,2011 ,p12)

II.8 Communication skills : Communication skills are the abilities that enable individuals to interact effectively with others, whether through speech, writing, or touch. These skills include the ability to listen effectively, express clearly, and understand visual and linguistic messages. (DeVito, 2019, p22) Communication skills are as follows: (brahimi samai & arioa meryame, 2017, pp189-215).

- **Listening skills:** It is the attitude towards others and towards what they are trying to express, so that it includes constructive responses that help the speaker express his thoughts and feelings. A good listener is one who tries to hear everything and does not limit his listening to only what he wants to hear.

- **Speaking skills:** It is the ability to bring out ideas and meanings in a verbal form (words, sentences...etc.) with the aim of communicating what he wishes to express in a way that makes the recipient aware of the meaning of the message and accepts it.

- **The skills of understanding others:** It is "the ability to perceive the emotions of others, to unite with them emotionally, to understand their feelings, emotions and to harmonize with them"

.II.9 Emotion management skills: The ability to control negative emotions, including the ability to gain time to control them and turn them into positive emotions, and to practice social and professional life skills effectively.

II.10 Effect of Smile on Customer Satisfaction:

II.10.1 Psychological mechanisms of the smile effect: Smiling affects customer satisfaction through several complex psychological mechanisms. First, a smile acts as a positive visual signal that stimulates the reward centers in the client's brain, triggering the release of neurotransmitters associated with happiness and comfort. Second, smiling contributes to reducing the level of stress and anxiety in customers, especially in situations that require making important purchasing decisions. (Fredrickson, 2001 ,pp 218–226)



II.10.2 Empirical evidence on the relationship between smile and customer satisfaction : Many empirical studies support the strong positive relationship between the smile of the service provider and the level of customer satisfaction. In a study, the impact of the Smile and Welcome campaign on customer satisfaction was measured. The results showed a significant improvement in the level of customer satisfaction from 48% (medium level) before the implementation of the campaign to 67% (high level) in the first cycle, and increased to 81% in the second cycle. This improvement resulted from the application of specific practices including morning greetings with folded hands in front of the chest, friendly smiling, and simple conversations involving appropriate personal questions. (Chen, 2022, pp 302–318), Complementing these findings, a study on digital retail environments demonstrated that service convenience combined with visible smiles significantly increases e-retail customer satisfaction, underscoring the cross-contextual impact of smiling behavior beyond traditional face-to-face interactions (Aboueldahab, 2025, pp 228–245).

III.Applied study:

III.1 .methods and Materials:

The applied study employed a quantitative analytical approach based on linear regression analysis as a statistical method for evaluating and processing data, identifying quantitative correlations between two or more variables, and constructing the regression equation. Estimating the future value of the dependent variable based on changes in one or more independent variables forms the basis of the predictive power of regression analysis.

Regarding the data collection methodology, the applied study sample consisted of 124 customers. The research instrument used was a questionnaire; 140 questionnaires were distributed, of which 124 were returned and deemed valid for analysis. The questionnaire comprised several dimensions, the most important of which were: customer satisfaction, smiling and facial expressions, nonverbal communication, verbal communication, emotional intelligence and empathy, and the transmission of positive emotions.

III.1.1 Study results analysis:

Table (02): Five-Likert scale

Direction	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Opinion	1	2	3	4	5

Source: Outputs researchers based SPSS.V. 25

From it, range $4=5-1$, and the length of range: $0.8=4/5$.

III.1.2: Hypotheses Test:

1- Main hypothesis Test:

Main Hypothesis: There is a statistically significant effect of the flowing smile of sale-person and the development of their communication skills in dealing with customers on the satisfaction of Condor Chlef branch.

Table (03): Multiple regression results.

Dimensions of the independent variable	Regression coefficient B	Coefficient Beta	Test T	
			Value	Sig
Smile and facial expressions	0.192	0.112	2.901	0.004
Non-Verbal Communication	0.202	0.216	3.131	0.003
Verbal Communication	0.183	0.105	2.881	0.003
Emotional Intelligence and Empathy	0.427	0.511	5.066	0.000
Transmitting Positive Emotions	0.469	0.543	5.166	0.000
Calculated F-value	31.559			
Sig	0,000			
Multiple correlation coefficient R	0.815			
	0.664			



Coefficient of determination R ²	
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Source: Outputs researchers based SPSS.V. 25

Table No. (03) Shows the results of the multiple regression model used to measure the impact of the flowing smile of sale-person and the development of their communication skills in dealing with customers on the satisfaction of Condor Chlef branch.

The findings indicate that each of the following dimensions of communication—nonverbal (Sig = 0,003), verbal (0.003 Sig =), transmission of positive emotions (Sig = 0,000), emotional intelligence and empathy (Sig = 0,000), smile and facial expressions (Sig = 0,004) —has a statistically significant effect at a significance level of less than 0.05. The T test results were positive and significant, and the coefficient of determination R² was approximately (0.664), meaning that 66.4 % of the change in customer satisfaction can be accounted for by the dimensions, etc.

Which is a high interpretation rate that supports the appropriateness of the statistical model, as well as the calculated value of F (31.559) is statistically significant at a significance level of 0,000, confirming the validity of the model as a whole. Based on this, we can write the equation of the multiple linear regression model:

$$Y = -0.214 - 0.192 x_1 + 0.202 x_2 + 0.183 x_3 + 0.427 x_4 + 0.469 x_5$$

(variable Y: Customer satisfaction (dependent

X1: Smile and facial expressions, x2: Non-verbal communication, x3: Verbal communication, x4: Emotional intelligence and empathy, x5: Transmission of positive emotions.

Hence, we reject the null hypothesis and accept the alternative hypothesis: There is a statistically significant effect of the flowing smile of sale-person and the development of their communication skills in dealing with customers on the satisfaction of Condor customers.

III.1.3 Testing sub-hypotheses:

1. **Testing the first sub-hypothesis: H1:** There is a statistically significant effect of smile and facial expressions on the satisfaction of Condor's customers. It states:

Table (04): Results of simple linear regression analysis between smile, facial expressions and customer satisfaction

Customer Satisfaction Subordinate Variant	Independent variable: Smile and facial expressions	
	Correlation coefficient R	0.563
	Sig	0.000
	Coefficient of determination R ²	0.316
	Regression coefficient B	0.588
	F-coefficient value	21.892
	Sig	0.000
	T-coefficient value	4.442
	Sig	0.000
	Constant	1.302

Source: Outputs researchers based SPSS.V. 25

The results of the simple linear regression analysis in Table (04) demonstrate a statistically significant positive relationship between smile, facial expressions and customer satisfaction. The correlation coefficient ($R = 0.563$) indicates a moderate association between the two variables. The coefficient of determination ($R^2 = 0.316$) shows that 31.6% of the variation in customer satisfaction can be explained by smile and facial expressions, suggesting that these behaviors contribute meaningfully to customer perceptions. The regression coefficient ($B = 0.588$) indicates that every unit increase in smile and facial expression levels results in a 0.588 increase in customer satisfaction. The significance of the model is further supported by the F-test value (21.892, Sig = 0.000), confirming the model's overall validity. Likewise, the T-test ($t = 4.442$, Sig = 0.000) confirms the statistical significance of coefficient B. Therefore, the null hypothesis is rejected in favor of the alternative hypothesis, affirming that smile and facial expressions have a significant impact on customer satisfaction. Accordingly, the regression equation can be expressed as $Y = 1.302 + 0.588x$

2. Second sub-hypothesis test:

- **H2:** There is a statistically significant effect of non-verbal communication on the satisfaction of Condor's customers in Chlef.

Table No. (05): Results of Simple Linear Regression Analysis Spin Non-Verbal Communication and Customer Satisfaction

Dependent variable: Customer Satisfaction	Independent variable : Non-verbal communication	
	Correlation coefficient R	0.522
	Sig	0,000
	Coefficient of determination R ²	0.272
	Regression coefficient B	0.567
	F-coefficient value	34.814
	Sig	0,000
	T-coefficient value	5.883
	Sig	0,000
	Constant	1.371

Source: Outputs researchers based SPSS.V. 25

Table (05) presents the results of the simple linear regression between non-verbal communication and customer satisfaction at Condor Company in Chlef. The findings indicate a statistically significant positive relationship, with a correlation coefficient of $R = 0.522$, reflecting a moderate association. The coefficient of determination $R^2 = 0.272$ shows that 27.2% of the variation in customer satisfaction is explained by non-verbal communication. The regression coefficient $B = 0.567$ suggests that higher levels of non-verbal communication increase customer satisfaction by 0.567 units. The model's overall significance is confirmed by an F-value of 34.814 (Sig = 0.000), while the T-test result of 5.883 (Sig = 0.000) verifies the significance of B. Therefore, the null hypothesis is rejected, and the alternative hypothesis is accepted, indicating that non-verbal communication significantly influences customer satisfaction at Condor. Based on this, we can write the equation of the simple linear regression model:

$$Y = 1.371 + 0.567x$$

3. Testing the third sub-hypothesis:

H3: There is a statistically significant effect of verbal communication on the satisfaction of Condor customers in Chlef.

Table (06) : Results of simple linear regression analysis between verbal communication and customer satisfaction

Dependent variable: Customer Satisfaction	Independent variable : Verbal communication	
	Correlation coefficient R	0.698
	Sig	0.000
	Coefficient of determination R ²	0.487
	Regression coefficient B	0.598
	F-coefficient value	45.924
	Sig	0.000
	T-coefficient value	5.996
	Sig	0.000
	Constant	1.176

Source: Outputs researchers based SPSS.V. 25

Table (06) reports the simple linear regression results between verbal communication and customer satisfaction at Condor Company in Chlef. The findings reveal a strong and statistically significant positive relationship, with a correlation coefficient of $R = 0.698$. The determination coefficient $R^2 = 0.487$ indicates that 48.7% of customer satisfaction variation is explained by verbal communication. The regression coefficient $B = 0.598$ shows that better verbal communication increases satisfaction by 0.598 units. The model is statistically valid, supported by an F-value of 45.924 (Sig = 0.000) and a significant T-value of 5.996 (Sig = 0.000). Therefore, the null hypothesis is rejected, confirming that verbal communication significantly enhances customer satisfaction at Condor Chlef. Based on this, we can write the equation of the simple linear regression model: $Y = 1.176 + 0.598x$

4. Testing the fourth sub-hypothesis:

H4: There is a statistically significant effect of emotional intelligence and empathy on the satisfaction of Condor customers in Chlef.

Table (07) : Results of simple linear regression analysis between emotional intelligence, empathy and customer satisfaction

Dependent variable: Customer Satisfaction	Independent variable : Emotional intelligence and empathy	
	Correlation coefficient R	0.587
	Sig	0.000
	Coefficient of determination R ²	0.344
	Regression coefficient B	0.522
	F-coefficient value	18.831
	Sig	0.000
	T-coefficient value	4.389
	Sig	0.000
	Stator Costant	3.567

Source: Outputs researchers based SPSS.V. 25

Table (07) presents the regression results between emotional intelligence, empathy, and customer satisfaction at Condor in Chlef. The analysis reveals a significant positive relationship, with a correlation coefficient of $R = 0.587$, indicating a moderate association. The R^2 value of 0.344 shows that 34.4% of the variation in customer satisfaction is explained by emotional intelligence and empathy. The regression coefficient $B = 0.522$ suggests that a one-unit increase in these factors improves satisfaction by 0.522 units. The model is statistically valid, supported by an F-value of 18.831 ($Sig = 0.000$) and T-value of 4.389 ($Sig = 0.000$). Thus, null hypothesis is rejected, confirming that emotional intelligence and empathy significantly enhance customer satisfaction at Condor-Chlef. Based on this, we can write the equation of the simple linear regression model:

$$Y = 3.567 + 0.522x$$

5. Testing the fifth sub-hypothesis:

H5: There is a statistically significant effect of the transmission of positive emotions on the satisfaction of Condor customers in Chlef.

Table No. (08) : The results of simple linear regression analysis between transmission of positive emotions and customer satisfaction

Dependent variable: Customer Satisfaction	Independent variable : Transmission of positive emotions	
	Correlation coefficient R	0.798
	Sig	0.000
	Coefficient of determination R ²	0.636
	Regression coefficient B	0.678
	F-coefficient value	117.345
	Sig	0.000
	T-coefficient value	11.871
	Sig	0.000
	Constant	1.157

Source: Outputs researchers based SPSS.V. 25

Table (08) reports the regression results between the transmission of positive emotions and customer satisfaction at Condor in Chlef. The findings reveal a strong and significant positive relationship, with a correlation coefficient of $R = 0.798$, showing a strong association. The R^2 value of 0.636 indicates that 63.6% of customer satisfaction variance is explained by positive emotional transmission. The regression coefficient $B = 0.678$ shows that a one-unit increase in positive emotions results in a 0.678 increase in satisfaction. The model is statistically valid, supported by an F-value of 117.345 (Sig = 0.000) and a T-value of 11.871 (Sig = 0.000). Accordingly, the null hypothesis is rejected, confirming that positive emotion transmission significantly enhances customer satisfaction at Condor, Chlef. Based on this, we can write the equation of the simple linear regression model: $Y = 1.157 + 0.678x$

IV.3 Results:

- **The first hypothesis:** The results showed that there is a statistically significant positive relationship between smiling and facial expressions on customer satisfaction of Condor Chlef branch, as improving smiling and facial expressions leads to an increase in customer satisfaction.
- **The second hypothesis:** The results showed a strong positive and statistically significant relationship between non-verbal communication on customer satisfaction in Condor Company in Chlef, as it was found that



further improvement of non-verbal communication leads to an increase in customer satisfaction, based on which the impact of non-verbal communication has been substantively demonstrated on customer satisfaction.

- **The third hypothesis:** The results showed a strong positive and statistically significant relationship between verbal communication and customer satisfaction in Condor Chlef, which indicates that improving verbal communication, contributes significantly to increasing customer satisfaction.
- **The fourth hypothesis:** The results showed a statistically significant positive relationship between emotional intelligence and empathy on customer satisfaction in Condor Chlef branch, which means that emotional intelligence and empathy lead to an increase in customer satisfaction. The moral impact of the promotion on customer satisfaction has been demonstrated based on data analysis.
- **The fifth hypothesis:** The results showed a strong positive relationship with statistical significance between the transmission of positive emotions on customer satisfaction Condor Chlef Company, which indicates that the transmission of positive emotions enhances customer satisfaction. Accordingly, the moral impact of this factor on customer satisfaction was confirmed.
- **The main hypothesis:** The results confirmed the existence of a moral and positive impact of the dimensions of the flowing smile of the sale-person and the development of their combined communication skills on customer satisfaction at Condor Chlef branch . Where the statistical analysis proved that the studied dimensions contribute significantly to explaining the change in the level of customer satisfaction, which leads to the acceptance of the general hypothesis that there is a significant impact of the flowing smile of the sale-person and the development of their communication skills on customer satisfaction.

IV. Discussion:

The study's findings demonstrated that a salesperson's grin and facial expressions are crucial in raising customer satisfaction of Condor branch in Chlef city. This is consistent with earlier research that shows nonverbal cues, like a smile or body language, are among the most crucial means of persuasion and establishing trust between a buyer and a seller. (Burgoon, Guerrero, L. K, &

Floyd, K, 2016, p 349) A genuine grin fosters a welcoming and psychologically comfortable environment, which raises the possibility that the client will do business with the same organization again.

Regarding the second hypothesis, it was discovered that nonverbal communication—such as body language, gestures, and voice intonation—has a major effect on customer satisfaction. This suggests that customers react to both the words and the manner in which they are spoken . (Mehrabian, 2017 ,p158) This finding is consistent with contemporary marketing trends that hold that enhancing nonverbal communication abilities directly raises the standard of customer experience.

Since the ability to listen well, use appropriate language, and speak clearly are all components of a strong relationship between a salesperson and a customer, the results for the third hypothesis demonstrated that effective verbal communication enhances customer satisfaction. This is in line with his experiences. (Kotler & Keller, K. L, 2016, p398)Customer loyalty and satisfaction are influenced by the caliber of linguistic interactions.

The fourth hypothesis also demonstrated that empathy and emotional intelligence directly affect customer satisfaction because emotional intelligence enables the salesperson to comprehend and effectively address the customer's emotions, improving the purchasing experience and fortifying the favorable impression. (Goleman, 2018, p 192)This result is in line with studies that show client empathy is a critical success factor in service-related professions.

The fifth hypothesis emphasized how important it is for the salesperson to convey pleasant feelings to the client since this affects the customer and raises the possibility of his psychological comfort and happiness. This conclusion has been validated by earlier research, which shows that pleasant emotions spread swiftly across people and affect their purchasing decisions. (Barsade & Gibson, D. E, 2007, pp36-59).

Ultimately, the primary hypothesis demonstrated that the integrated combination of the researched dimensions—smile, verbal and nonverbal communication, emotional intelligence, and the transmission of pleasant emotions—represents a key factor in enhancing customer satisfaction. This research backs with current relationship marketing trends that emphasize human connections and trust building between the salesperson and the buyer over just the product's physical attributes. (Kotler, Kartajaya, H, & Setiawan, I, 2017 , pp148).

V.Conclusion:

The study demonstrated that a salesperson's genuine grin and the effective development of their communication skills, in addition to creating long-lasting happiness and fostering strong customer loyalty, are essential to the success of commercial and service firms. The statistical findings demonstrated the significance of the fundamental components of successful communication in sales, which include a genuine smile, excellent listening, nonverbal communication techniques, and trust building. A genuine grin is essential for raising client happiness, and proficient communication techniques help boost conversion rates and raise the service's perceived value. Systematic training programs are a good technique to make sure that workers are highly proficient in these skills.

However, it was discovered that there are two interconnected aspects that make up customer satisfaction: immediate satisfaction, which is based on the direct positive impression of interacting with a smiling salesperson, and sustainable satisfaction, which is founded on a belief in the superiority of the interactive experience and the quality of the service.

Statistics show that when these components are harmoniously combined, customers are more loyal because their whole experience is improved at a pace that boosts customer retention and the possibility that they will stay with the company. Businesses that successfully oversee salespeople's communication abilities, emphasizing the creation of thorough training curricula and the improvement of numerous facets of constructive client connection, will be able to achieve a sustainable competitive advantage and superior performance that is difficult to imitate in the market.

V.1 Study recommendations: The following recommendations are proposed:

1. Implement systematic training programs targeting sales personnel, with a specific emphasis on cultivating authentic smiling behaviors and positive facial expressions, as a strategic mechanism for improving customer satisfaction within retail organizations comparable to Condor Company.
2. Integrate both verbal and nonverbal communication competencies into recruitment standards and performance appraisal systems for sales employees, with a particular focus on listening proficiency, modulation of vocal tone, and body language conducive to establishing customer trust.
3. Institutionalize comprehensive development initiatives centered on emotional intelligence and empathy among sales personnel, enabling them



to accurately interpret and appropriately respond to customer emotions, thereby enhancing the shopping experience and influencing brand perception.

4. Utilize the theoretical construct of "emotional contagion" by promoting a positive organizational climate at sales outlets, facilitating the transmission of positive affective states from employees to customers, particularly within contexts characterized by frequent and direct interpersonal interactions.
5. Incorporate explicit customer satisfaction metrics related to smiling and communication behaviors into periodic service quality assessments, and link these indicators to reward and promotion mechanisms to reinforce desirable communication practices.

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