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Altri autori (Persone)	KenettRon SaliniSilvia
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Nota di contenuto	Modern Analysis ofCustomer Surveys; Contents; Foreword; Preface; Contributors; PART I BASIC ASPECTS OF CUSTOMER SATISFACTION SURVEY DATA ANALYSIS; 1 Standards and classical techniques in data analysis of customer satisfaction surveys; 1.1 Literature on customer satisfaction surveys; 1.2 Customer satisfaction surveys and the business cycle; 1.3 Standards used in the analysis of survey data; 1.4

Measures and models of customer satisfaction; 1.4.1 The conceptual construct; 1.4.2 The measurement process; 1.5 Organization of the book; 1.6 Summary; References

2 The ABC annual customer satisfaction survey

2.1 The ABC company;

2.2 ABC 2010 ACSS: Demographics of respondents; 2.3 ABC 2010 ACSS: Overall satisfaction; 2.4 ABC 2010 ACSS: Analysis of topics; 2.5 ABC 2010 ACSS: Strengths and weaknesses and decision drivers; 2.6 Summary; References; Appendix;

3 Census and sample surveys;

3.1 Introduction;

3.2 Types of surveys;

3.2.1 Census and sample surveys;

3.2.2 Sampling design; 3.2.3 Managing a survey; 3.2.4 Frequency of surveys;

3.3 Non-sampling errors;

3.3.1 Measurement error; 3.3.2 Coverage error; 3.3.3 Unit non-response and non-self-selection errors 3.3.4 Item non-response and non-self-selection error

3.4 Data collection methods;

3.5 Methods to correct non-sampling errors;

3.5.1 Methods to correct unit non-response errors; 3.5.2 Methods to correct item non-response;

3.6 Summary; References;

4 Measurement scales;

4.1 Scale construction;

4.1.1 Nominal scale; 4.1.2 Ordinal scale; 4.1.3 Interval scale; 4.1.4 Ratio scale;

4.2 Scale transformations;

4.2.1 Scale transformations referred to single items; 4.2.2 Scale transformations to obtain scores on a unique interval scale;

Acknowledgements; References;

5 Integrated analysis;

5.1 Introduction

5.2 Information sources and related problems

5.2.1 Types of data sources; 5.2.2 Advantages of using secondary source data; 5.2.3 Problems with secondary source data; 5.2.4 Internal sources of secondary information;

5.3 Root cause analysis;

5.3.1 General concepts; 5.3.2 Methods and tools in RCA; 5.3.3 Root cause analysis and customer satisfaction;

5.4 Summary; Acknowledgement; References;

6 Web surveys;

6.1 Introduction; 6.2 Main types of web surveys; 6.3 Economic benefits of web survey research; 6.3.1 Fixed and variable costs; 6.4 Non-economic benefits of web survey research

6.5 Main drawbacks of web survey research

6.6 Web surveys for customer and employee satisfaction projects; 6.7 Summary; References;

7 The concept and assessment of customer satisfaction;

7.1 Introduction; 7.2 The quality-satisfaction-loyalty chain;

7.2.1 Rationale; 7.2.2 Definitions of customer satisfaction; 7.2.3 From general conceptions to a measurement model of customer satisfaction; 7.2.4 Going beyond SERVQUAL: Other dimensions of relevance to the B2B context; 7.2.5 From customer satisfaction to customer loyalty;

7.3 Customer satisfaction assessment: Some methodological considerations

7.3.1 Rationale

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## Sommario/riassunto

Customer survey studies deals with customers, consumers and user satisfaction from a product or service. In practice, many of the customer surveys conducted by business and industry are analyzed in a very simple way, without using models or statistical methods. Typical reports include descriptive statistics and basic graphical displays. As demonstrated in this book, integrating such basic analysis with more advanced tools, provides insights on non-obvious patterns and important relationships between the survey variables. This knowledge can significantly affect the conclusions derived from a su

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