1.	Record Nr.	UNINA9910139552103321
	Titolo	Modern analysis of customer surveys : with applications using R / / edited by Ron S. Kenett, Silvia Salini
	Pubbl/distr/stampa	Chichester, : John Wiley & Sons, 2011
	ISBN	9786613333124
		9781119961383
		1119961386
		9781283333122
		1283333120
		9781119961154
		1119961157
		9781119961161
		1119961165
	Edizione	[1st edition]
	Descrizione fisica	1 online resource (526 p.)
	Collana	Statistics in Practice
	Altri autori (Persone)	KenettRon
		SaliniSilvia
	Disciplina	658.8/3402855282
	Soggetti	Consumer satisfaction - Research - Statistical methods
		Consumer satisfaction - Evaluation
		Consumers - Research - Statistical methods
		Consumers - Research - Data processing
		Sampling (Statistics) - Evaluation
		Surveys - Statistical methods
		Surveys - Data processing
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Description based upon print version of record.
	Nota di bibliografia	Includes bibliographical references and index.
	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

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