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   Sommario/riassunto This book deals with problems related to the evaluation of customer satisfaction in very different contexts and ways. Often satisfaction about a product or service is investigated through suitable surveys which try to capture the satisfaction about several partial aspects which characterize the perceived quality of that product or service. This book presents a series of statistical techniques adopted to analyze data from real situations where customer satisfaction surveys were performed. The aim is to give a simple guide of the variety of analysis that can be performed when analyzing data from sample surveys: starting from latent variable models to heterogeneity in satisfaction and also

introducing some testing methods for comparing different customers. The book also discusses the construction of composite indicators including different benchmarks of satisfaction. Finally, some rank-based procedures for analyzing survey data are also shown.