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Autore	Fornell Claes
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Nota di contenuto	1. Defining Customer Satisfaction: A Strategic Company Asset? -- 2. Customer Expectations: What Do Your Customers Demand? -- 3. Perceived Quality: Does Performance Matter? -- 4. Perceived Value: Is It Really All About Price? -- 5. ACSI: Is Satisfaction Guaranteed? -- 6. Customer Complaints: Learning to Love Your Angry Customers -- 7. Customer Loyalty: Hey, Stick around for a While! -- 8. Satisfied Customers: An Asset Driving Financial Performance -- 9. Your Future: Opportunities for Customer Centricity and Satisfaction.
Sommario/riassunto	With major retailers closing brick-and-mortar stores every month and the continued shift to online shopping, there is a major push to strengthen customer loyalty by improving the customer experience. The two most important qualities that consumers look for are convenience and efficiency. Finally a source is available that will give retailers and companies in general the insight needed to enhance customer satisfaction while improving the overall shopping experience. This book uses the world-leading findings from the American

Customer Satisfaction Index (ACSI) and its accompanying Global Customer Satisfaction Index (GCSI) – invaluable, incomparable sources of consumer insights and information, to inform best practices for improving the consumer experience, better satisfying customers, and achieving profitable customer loyalty today and into the rapidly changing future. This book will help us understand where we were, where we are today, and where we are heading tomorrow in providing exceptional customer experiences. It is a must-read for marketing professionals and customer-focused senior executives alike.
