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Sommario/riassunto

Some organisations are becoming more concerned with delighting their customers than simply satisfying them. Yet despite an extensive literature on service quality and satisfaction little has been written about service excellence and how organisations can achieve delighted customers. The purpose of this exploratory but empirically based paper is to provide a definition of service excellence to help marketers and managers, where appropriate, design and deliver it. This paper is based on over 400 statements of excellent and poor service gathered from around 150 respondents. After categorising the
