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Nota di contenuto	<p>""INTRODUCTION""; ""PART I Customer Satisfaction""; ""WHAT IS CUSTOMER SATISFACTION?""; ""Satisfied Customers Buy More, and More Often""; ""WHICH IS MORE IMPORTANT: QUALITY, SERVICE, SATISFACTION OR RETENTION?""; ""What Gets Measured Gets Done""; ""Defining Customer Satisfaction""; ""Defining Quality""; ""THE COSTS OF POOR SERVICE AND POOR QUALITY""; ""THE COST OF POOR QUALITY""; ""THE RELATIONSHIP AMONG QUALITY, SERVICE AND SATISFACTION""; ""DEVELOPING A CUSTOMER SERVICE SYSTEM""; ""Step 1: Total Management Commitment""; ""Step2: Know your customers (intimately)""</p> <p>""Step 3: Develop Standards of Service Quality Performance"" ""Step 4: Hire, Train and Compensate Good Staff""; ""Step 5: Reward Service Quality Accomplishments""; ""Step 6: Stay Close To Your Customers""; ""Step 7: Work Toward Continuous Improvement""; ""FIVE TECHNIQUES TO IMPLEMENT SUPERIOR SERVICE QUALITY""; ""PART II Measuring Quality and Customer Satisfaction""; ""WHY WE MEASURE QUALITY AND CUSTOMER SATISFACTION""; ""Reason #1: To Learn About Customer Perceptions""; ""Reason #2: To Determine Customer Needs, Wants, Requirements and Expectations""; ""Reason #3: To Close the Gaps""</p> <p>""Reason #4: To Inspect What You Expect In Order to Improve Service and Customer Satisfaction"" ""Reason #3: Because Improved Performance Leads to Increased Profits""; ""Reason #6: To Learn How You Are Doing and Where You Go From Here""; ""Reason #7: To Apply</p>

the Process of Continuous Improvement"; ""THE BENEFITS OF MEASURING QUALITY AND CUSTOMER SATISFACTION"; ""A FINAL THOUGHT ON MEASURING QUALITY AND CUSTOMER SATISFACTION"; ""TOOLS FOR MEASURING QUALITY"; ""Tool #1: Check Sheets"; ""Tool #2: Pareto Charts"; ""Tool #3: Histograms"; ""Tool #4: Scatter Digrams (Correlation Diagrams)""  
""Tool #5: Cause-and-Effect Diagram""""Tool #6: Graph, Control and Run Charts"; ""Tool #7: Stratification"; ""OTHER MEASUREMENT TECHNIQUES"; ""Benchmarking"; ""Brainstroming"; ""Force Field Analysis"; ""Folwcharting"; ""THE WHY AND HOW OF QUALITY IMPROVEMENT AND CUSTOMER SATISFACTION"; ""ONE LAST THOUGHT ABOUT MEASURING QUALITY"; ""PART III Researching Customer Satisfaction"; ""RESEARCH METHODS"; ""Secondary Data"; ""Primary Data"; ""Qualitative Research"; ""Quantitative Research"; ""Sampling"; ""Research Design: An Example"; ""DATA COLLECTION TECHNIQUES""  
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""SUMMARY OF CUSTOMER SATISFACTION MEASUREMENT TECHNIQUES""

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