

1. Record Nr.	UNINA9910782202703321
Autore	Gungor Huseyin
Titolo	Observing and registering emotional satisfaction of customer contacts [[electronic resource]] : for customer satisfaction & loyalty // Huseyin Gungor
Pubbl/distr/stampa	Amsterdam, : Vossiuspers UvA, c2007
ISBN	1-281-78779-5 9786611787790 90-485-0473-2
Descrizione fisica	1 online resource (191 p.)
Disciplina	658.8/12 658.812
Soggetti	Call centers Customer relations
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.
Nota di contenuto	pt. 1. Conceptual model, literature review and research questions -- pt. 2. ESCC surveys & results.
Sommario/riassunto	Investigation of the emotional aspects of customer satisfaction and on the Emotional Satisfaction of Customer Contacts (ESCC) in particular