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| 1. Record Nr. | UNINA9910786265703321 |
| Autore | Allen Danica R. <1959-> |
| Titolo | Customer satisfaction research management : a comprehensive guide to integrating customer loyalty and satisfaction metrics in the management of complex organizations // Derek R. Allen |
| Pubbl/distr/stampa | Milwaukee, Wisconsin : , : ASQ Quality Press, , 2004 ©2004 |
| ISBN | 0-87389-335-2 600-00-4729-0 |
| Descrizione fisica | 1 online resource (264 p.) |
| Disciplina | 658.8/343 |
| Soggetti | Consumer satisfaction - Research Customer loyalty - Research Customer services - Quality control - Research Customer services - Management - Research Marketing research - Management |
| 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 and index. |
| Nota di contenuto | Customer satisfaction, retention, and profitability -- Tracking and reporting customer satisfaction metrics -- Linking CSM to management incentives : theoretical foundation -- Linking CSM to management incentives : quantitative approaches -- Implementing key driver results -- CRM and customer satisfaction -- Linking customer satisfaction to business outcomes -- Managing global customer satisfaction programs -- Linking customer feedback to business processes -- Creating and managing loyalty segments. |