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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 Colse 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 Expectarions""; ""Reason #3: To Close the Gaps""</p> <p>""Reason #4: To Inspect What You Expect In Order to Impove 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 the Process of Continuous Improvement""; ""THE BENEFITS OF</p>

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 Diagrams (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"; "Flowcharting"; "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"
"QUESTIONNAIRES AND SURVEYS""Format and Layout"; "Question Construction"; "Survey Question Responses"; "Make It Easy On Yourself"; "TELEPHONE SURVEYS"; "Using Telephone Surveys Successfully"; "Analyzing the Telephone Survey"; "Something to Think About"; "PERSONAL INTERVIEWS"; "FOCUS GROUPS"; "REPORTING TECHNIQUES"; "Customer Satisfaction Index (CSI)"; "Service Quality Measurement System (SQMS)"; "Customer Report Card"; "Service Standard of Performance (SOP)"; "Customer Satisfaction Benchmarking"; "Attribute Ratings and Perceptual Maps"
"SUMMARY OF CUSTOMER SATISFACTION MEASUREMENT TECHNIQUES"

Sommario/riassunto

Proven techniques and methods to evaluate and improve customer satisfaction.
