If you're looking to create a customer satisfaction system or streamline an existing one, this book is a definite must-read. Many organizations use customer satisfaction surveys that are not user-friendly to their customers. In her latest book, Sheila Kessler gives the reader a way to design a coordinated, cost-effective, customer-friendly measurement and management system that provides results. The focus is on planning and implementation—two neglected areas of customer satisfaction measurement. Learn how to choose the appropriate tools, such as written surveys, telephone surveys, focus groups, and employee information. Then use these tools to implement a customer satisfaction system worthy of a gold medal!

This handbook focuses on how to measure customer satisfaction and how to develop transit agency performance measures. It will be of interest to transit managers, market research and customer service personnel, transit planners, and others who need to know about measuring customer satisfaction and developing transit agency performance measures. The handbook provides methods on how to identify, implement, and evaluate customer satisfaction and customer-defined quality service.

This book does a tremendous job of bringing to life customer satisfaction and its significance to modern businesses. The numerous examples contained within the book’s pages have proved a fresh and continuous source of inspiration and expertise as I work with my organisation in helping them understand why we should do what matters most to our customers and the lasting effect such actions will have on both our customer loyalty and retention. The authors are to be commended.
Connecting with Your Customers

Seminar paper from the year 2008 in the subject Business economics – Business Management, Corporate Governance, grade: 2.0, University of applied sciences, Dusseldorf, course: Sales and Key Account Management, 16 entries in the bibliography, language: English, abstract: This work is about measuring customer satisfaction with the focus on B-2-B markets. In the first chapters the determinants are explained along with the problem of a not well designed measuring program. The intention of this work is to analyze and describe a thoroughly conducted research on satisfaction of industrial customers. The main chapter is organised according the chronological steps for a common research in that field. Each chapter or research element illustrates a correlation to the specific situation of suppliers in B-2-B markets. Basically, this work suggests planning a survey on customer satisfaction in two major steps: firstly, to explore the expectations and attitudes in a qualitative research, and then, based on the first step, to interview customers on their perceptions concerning how well the firm is meeting those expectations. Before drawing the conclusion of this work, the importance of customer satisfaction for companies competing in saturated markets is investigated.

The Effortless Experience

Excellence in customer service is the hallmark of success in service industries and among manufacturers of products that require reliable service. But what exactly is excellent service? It is the ability to deliver what you promise, say the authors, but first you must determine what you can promise. Building on seven years of research on service quality, they construct a model that, by balancing a customer’s perceptions of the value of a particular service with the customer’s need for that service, provides brilliant theoretical insight into customer expectations and service delivery. For example, Florida Power & Light has developed a sophisticated, computer-based lightening tracking system to anticipate where weather-related service interruptions might occur and strategically position crews at these locations to quicken recovery response time. Offering a service that customers expect to be available at all times and that they will miss only when the lights go out, FPL focuses its energies on matching customer perceptions with potential need. Deluxe Corporation, America’s highly successful check printer, regularly exceeds its customers’ expectations by shipping nearly 95% of all orders by the day after the orders were received. Deluxe even put U.S. Postal Service stations inside its plants to speed up delivery time. Customer expectations change over time. To anticipate these changes, Metropolitan Life Insurance Company regularly monitors the expectations and perceptions of their customers, using focus group interviews and the authors’ 22-item generic SERVQUAL questionnaire, which is customized by adding questions covering specific aspects of service they wish to track. The authors’ groundbreaking model, which tracks the five attributes of quality service -- reliability, empathy, assurance, responsiveness, and tangibles -- goes right to the heart of the tendency to overpromise. By comparing customer perceptions with expectations, the model provides marketing managers with a two-part measure of perceived quality that, for the first time, enables them to segment a market into groups with different service expectations.

Measuring Customer Satisfaction and Loyalty

One Simple Question Can Determine Your Company’s Future. Do You Know the Answer? The Ultimate Question offers hands-on guidance on how to: Distinguish good profits from bad. Measure NPS and benchmark performance against world-class standards. Quantify the economic value generated by customer word of mouth. Assign accountability for improving customer relationships. Identify core customers and set priorities for strategic investments. Move customers beyond mere satisfaction to true loyalty. Create communities of passionate advocates that stimulate innovation and growth. Practical and compelling, The Ultimate Question will help you solve your organization’s growth dilemma.

Measuring Regulatory Performance A Practitioner’s Guide to Perception Surveys
Measuring Customer Satisfaction

Customer satisfaction and loyalty are key differentiators between the better and poorer performing businesses in most markets. Satisfaction drives loyalty and loyalty drives business performance. This new edition of How to Measure Customer Satisfaction takes readers step-by-step through designing and implementing a CSM survey, highlighting blunders that are commonly made and explaining how to make sure that the measures produced are accurate and credible. It also covers ways of gaining understanding and ownership of the CSM programme throughout the organization and clarifies the business case for customer satisfaction. If you are committed to the future of your company, the ability to measure what your customers think of you is essential - and so is this book!

The Handbook of Marketing Research

Customer satisfaction and loyalty are key differentiators between the better and poorer performing businesses in most markets. Satisfaction drives loyalty and loyalty drives business performance. This new edition of How to Measure Customer Satisfaction takes readers step-by-step through designing and implementing a CSM survey, highlighting blunders that are commonly made and explaining how to make sure that the measures produced are accurate and credible. It also covers ways of gaining understanding and ownership of the CSM programme throughout the organization and clarifies the business case for customer satisfaction. If you are committed to the future of your company, the ability to measure what your customers think of you is essential - and so is this book!

Measuring Customer Satisfaction to Identify Areas of Sales

"The mysteries of every aspect of questionnaires dissolve as author Bob E. Hayes leads you systematically through the scientific methodology used to construct questionnaires." "By using his guidelines you will be able to pinpoint customer expectations; develop questions to measure whether you are meeting these expectations; work toward meeting the Malcolm Baldrige National Quality Award (1990) customer satisfaction requirements; evaluate the reliability and validity of any questionnaire; use questionnaire data to monitor work processes, evaluate intervention programs, and more. . . ." "The book includes significant discussions of reliability statistics for measuring questionnaire precision, as well as the statistical framework for using satisfaction questionnaires."--BOOK JACKET.Title Summary field provided by Blackwell North America, Inc. All Rights Reserved

Service Delivery and Customer Satisfaction. The Case of Burayu Town Municipality, Ethiopia

Questionnaire Design

For the first time, the ISO 9000 quality management standard requires that registered companies measure customer satisfaction. Many customer surveys produce misleading results due to poor questionnaire design, inappropriate data collection methods and invalid statistic analysis. Customer Satisfaction Measurement for ISO 9000 explains in a clear and simple manner how to conduct a professional customer satisfaction survey that will produce a reliable result - as well as being consistent with the requirements of ISO 9001:2000. Each step of the customer satisfaction measurement process is explained sequentially and each is linked to appropriate clauses in the ISO 9001:2000 statement.

The Handbook of Customer Satisfaction and Loyalty Measurement

These Guidelines represent the first attempt to provide international recommendations on collecting, publishing, and analysing subjective...
The Measurement of Customer Satisfaction

Provides the information needed to manage and conduct a customer survey program. The book walks the reader through the various stages of a survey with particular emphasis on the design of a survey questionnaire, the administration of that questionnaire, and the analysis of data using spreadsheet tools. Questions a novice surveyor might have are answered. The book also dedicates a chapter to electronic surveying tools.

New Perspectives in Statistical Modeling and Data Analysis

Customer survey studies deals with customers, consumers and user satisfaction from a product or service. In practice, many of the customer surveys conducted by business and industry are analyzed in a very simple way, without using models or statistical methods. Typical reports include descriptive statistics and basic graphical displays. As demonstrated in this book, integrating such basic analysis with more advanced tools, provides insights on non-obvious patterns and important relationships between the survey variables. This knowledge can significantly affect the conclusions derived from a survey. Key features: Provides an integrated, case-studies based approach to analysing customer survey data. Presents a general introduction to customer surveys, within an organization's business cycle. Contains classical techniques with modern and non standard tools. Focuses on probabilistic techniques from the area of statistics/data analysis and covers all major recent developments. Accompanied by a supporting website containing datasets and R scripts. Customer survey specialists, quality managers and market researchers will benefit from this book as well as specialists in marketing, data mining and business intelligence fields.

Customer Satisfaction

New edition of a classic guide to ensuring effective organizational performance Thoroughly revised and updated, the second edition of Managing and Measuring Performance in Public and Nonprofit Organizations is a comprehensive resource for designing and implementing effective performance management and measurement systems in public and nonprofit organizations. The ideas, tools, and processes in this vital resource are designed to help organizations develop measurement systems to support such effective management approaches as strategic management, results-based budgeting, performance management, process improvement, performance contracting, and much more. The book will help readers identify outcomes and other performance criteria to be measured, tie measures to goals and objectives, define and evaluate the worth of desired performance measures, and analyze, process, report, and utilize data effectively. Includes significant updates that offer a more integrated approach to performance management and measurement Offers a detailed framework and instructions for developing and implementing performance management systems Shows how to apply the most effective performance management principles Reveals how to overcome the barriers to effective performance management Managing and Measuring Performance in Public and Nonprofit Organizations identifies common methodological and managerial problems that often confront managers in developing performance measurement systems, and presents a number of targeted strategies for the successful implementation of such systems in public and nonprofit organizations. This must-have resource will help leaders reach their organizational goals and objectives.

Why Satisfied Customers Defect

The Handbook of Marketing Research: Uses, Misuses, and Future Advances comprehensively explores the approaches for delivering market insights for fact-based decision making in a market-oriented firm. Divided into four parts, the Handbook addresses (1) the different nuances of delivering insights; (2) quantitative, qualitative, and online data gathering techniques; (3) basic and advanced data analysis methods;
and (4) the substantial marketing issues that clients are interested in resolving through marketing research.

**Improving Customer Satisfaction, Loyalty And Profit: An Integrated Measurement And Management System**

**Veterans' Reemployment Rights**

Customer survey studies deals with customers, consumers and user satisfaction from a product or service. In practice, many of the customer surveys conducted by business and industry are analyzed in a very simple way, without using models or statistical methods. Typical reports include descriptive statistics and basic graphical displays. As demonstrated in this book, integrating such basic analysis with more advanced tools, provides insights on non-obvious patterns and important relationships between the survey variables. This knowledge can significantly affect the conclusions derived from a survey. Key features: Provides an integrated, case-studies based approach to analysing customer survey data. Presents a general introduction to customer surveys, within an organization’s business cycle. Contains classical techniques with modern and non standard tools. Focuses on probabilistic techniques from the area of statistics/data analysis and covers all major recent developments. Accompanied by a supporting website containing datasets and R scripts. Customer survey specialists, quality managers and market researchers will benefit from this book as well as specialists in marketing, data mining and business intelligence fields.

**The Wallet Allocation Rule**

"This is the single best book on software quality engineering and metrics that I've encountered." --Capers Jones, from the Foreword"Metrics and Models in Software Quality Engineering, Second Edition," is the definitive book on this essential topic of software development. Comprehensive in scope with extensive industry examples, it shows how to measure software quality and use measurements to improve the software development process. Four major categories of quality metrics and models are addressed: quality management, software reliability and projection, complexity, and customer view. In addition, the book discusses the fundamentals of measurement theory, specific quality metrics and tools, and methods for applying metrics to the software development process. New chapters bring coverage of critical topics, including: In-process metrics for software testingMetrics for object-oriented software developmentAvailability metricsMethods for conducting in-process quality assessments and software project assessmentsDos and Don'ts of Software Process Improvement, by Patrick O’TooleUsing Function Point Metrics to Measure Software Process Improvement, by Capers Jones In addition to the excellent balance of theory, techniques, and examples, this book is highly instructive and practical, covering one of the most important topics in software development—quality engineering. 0201729156B08282002

**Modern Analysis of Customer Surveys**

If you need to conduct market research for your company, a good questionnaire is a vital tool. Questionnaire Design covers anything and everything you need to know about constructing the perfect questionnaire for your business. Taking you through every step of the process, and encouraging you to really think about what you are asking, and what data you want to find out, Questionnaire Design is an essential guide for marketers everywhere. Whether you are a student of marketing, have market research skills that need updating, or simply want a handbook to refer to as the need arises, Questionnaire Design is the book for you. Now fully updated to include vital information about online questionnaires and interviews, their problems and potential, this book will be a useful addition to the bookshelf of every market research practitioner.
Metrics and Models in Software Quality Engineering

This second edition of the text provides detailed information on how to construct, evaluate and use questionnaires for measuring customer satisfaction levels.

Managing and Measuring Performance in Public and Nonprofit Organizations

In the wake of the ongoing conflicts in Iraq and Afghanistan, thousands of current and former military servicemembers are undergoing a transition between their military service and their civilian employment. Congress enacted the Uniformed Services Employment and Reemployment Rights Act of 1994 (USERRA) to protect the employment and reemployment rights of federal and nonfederal employees when they leave their employment to perform military or other uniformed service. Among other rights, servicemembers who meet the statutory requirements are entitled to reinstatement to the positions they would have held if they had never left their employment or to positions of like seniority, status, and pay. This report focuses on servicemembers who are employees of, prior employees of, and applicants to, federal executive agencies. The objective was to determine the extent to which the methods and procedures the Dept. of Labor (DOL) and the Office of Special Counsel (OSC) selected for the demonstration project allow for a later assessment and comparison of the agencies’ relative performance investigating and resolving USERRA claims. Figures. This is a print on demand report.

How to Measure Customer Satisfaction

Delivering Quality Service

Customer Surveying

In recent years, all types of businesses have increasingly focused on the importance of the relationship with the customer. Customer knowledge management has become a well-known term used in the business and academic worlds for understanding how to control consumer behavior. The Handbook of Research on Managing and Influencing Consumer Behavior discusses the importance of understanding and implementing customer knowledge management and customer relationship management into everyday business workflows. This comprehensive reference work highlights the changes that the Internet and social media have brought to consumer behavior, and is of great use to marketers, businesses, academics, students, researchers, and professionals.


The third edition of the book offers a thorough guide to collecting and reporting accurate measures of customer satisfaction as well as useful advice on how to use the measures to drive performance improvement.

Measuring Customer Satisfaction and Loyalty

FISHING FOR FAIRNESS develops an explicitly cultural perspective on environmental politics in the Philippines by analysing the responses of fishers to marine resource regulations. In the resource frontier of the Calamianes Islands, fishing, conservation and tourism provide the context where competing visions of how to engage with marine resources are played out. The book draws on data from ethnographic fieldwork
with fishers, government and NGO officials, fish traders and tourism operators to show how the strategic responses of fishers to management initiatives are couched within particular cultural idioms. Tapping into broader notions of morality in the Philippines, fishers express a discourse that emphasises their poverty and the obligations of the wealthy to treat them with fairness. By deploying this discourse, fishers are able to reframe what are--on the surface--questions of environmental management into issues about poverty within particular social relationships. By using a cultural political ecology framework to analyse fishers' responses to regulation, the book emphasises the distinctive ways in which marginalised people in the Philippines resist and reframe resource management initiatives. FISHING FOR FAIRNESS will appeal to both academics and policy makers interested in marine resource management, political ecology, anthropology and development studies particularly throughout the Asia-Pacific.

**Creating Customer Satisfaction**

Companies today must learn how to forge a more valuable connection with their customers and deliver unprecedented results. In this concise, engaging volume, managers will find the ideas and tools for understanding customers needs, communicating with customers, and enhancing their loyalty.

**Customer Satisfaction Evaluation**

Everyone knows that the best way to create customer loyalty is with service so good, so over the top, that it surprises and delights. But what if everyone is wrong? In their acclaimed bestseller The Challenger Sale, Matthew Dixon and his colleagues at CEB busted many longstanding myths about sales. Now they've turned their research and analysis to a new vital business subject--customer loyalty--with a new book that turns the conventional wisdom on its head. The idea that companies must delight customers by exceeding service expectations is so entrenched that managers rarely even question it. They devote untold time, energy, and resources to trying to dazzle people and inspire their undying loyalty. Yet CEB’s careful research over five years and tens of thousands of respondents proves that the “dazzle factor” is wildly overrated—it simply doesn’t predict repeat sales, share of wallet, or positive word-of-mouth. The reality: Loyalty is driven by how well a company delivers on its basic promises and solves day-to-day problems, not on how spectacular its service experience might be. Most customers don’t want to be “wowed”; they want an effortless experience. And they are far more likely to punish you for bad service than to reward you for good service. If you put on your customer hat rather than your manager or marketer hat, this makes a lot of sense. What do you really want from your cable company, a free month of HBO when it screws up or a fast, painless restoration of your connection? What about your bank--do you want free cookies and a cheerful smile, even a personal relationship with your teller? Or just a quick in-and-out transaction and an easy way to get a refund when it accidentally overcharges on fees? The Effortless Experience takes readers on a fascinating journey deep inside the customer experience to reveal what really makes customers loyal--and disloyal. The authors lay out the four key pillars of a low-effort customer experience, along the way delivering robust data, shocking insights and profiles of companies that are already using the principles revealed by CEB’s research, with great results. And they include many tools and templates you can start applying right away to improve service, reduce costs, decrease customer churn, and ultimately generate the elusive loyalty that the “dazzle factor” fails to deliver. The rewards are there for the taking, and the pathway to achieving them is now clearly marked.

**A Handbook for Measuring Customer Satisfaction and Service Quality**

This guide helps officials use perception surveys for evaluating and communicating progress in regulatory reform. It explains the challenges involved in the design and use of business and citizen perception surveys – and ways to overcome them.

This volume provides recent research results in data analysis, classification and multivariate statistics and highlights perspectives for new scientific developments within these areas. Particular attention is devoted to methodological issues in clustering, statistical modeling and data mining. The volume also contains significant contributions to a wide range of applications such as finance, marketing, and social sciences. The papers in this volume were first presented at the 7th Conference of the Classification and Data Analysis Group (ClaDAG) of the Italian Statistical Society, held at the University of Catania, Italy.

The Ultimate Question

Customer Loyalty Isn’t Enough—Grow Your Share of Wallet

The Wallet Allocation Rule is a revolutionary, definitive guide for winning the battle for share of customers' hearts, minds, and wallets. Backed by rock-solid science published in the Harvard Business Review and MIT Sloan Management Review, this landmark book introduces a new and rigorously tested approach—the Wallet Allocation Rule—that is proven to link to the most important measure of customer loyalty: share of wallet. Companies currently spend billions of dollars each year measuring and managing metrics like customer satisfaction and Net Promoter Score (NPS) to improve customer loyalty. These metrics, however, have almost no correlation to share of wallet. As a result, the returns on investments designed to improve the customer experience are frequently near zero, even negative. With The Wallet Allocation Rule, managers finally have the missing link to business growth within their grasp—the ability to link their existing metrics to the share of spending that customers allocate to their brands. Learn why improving satisfaction (or NPS) does not improve share. Apply the Wallet Allocation Rule to discover what really drives customer spending. Uncover new metrics that really matter to achieve growth. By applying the Wallet Allocation Rule, managers get real insight into the money they currently get from their customers, the money available to be earned by them, and what it takes to get it. The Wallet Allocation Rule provides managers with a blueprint for sustainable long-term growth.

Measuring Customer Service Effectiveness

Research Paper (postgraduate) from the year 2020 in the subject Organisation and administration - Public administration, , language: English, abstract: The main objective of the study was to analyze the quality of public service delivery and to examine the level of customer’s satisfaction in Burayu Town Municipality, Oromia Region. The study was conducted to identify the level of service quality and customers' satisfaction at the municipality. The total of 412 customers who were the service users of the municipality were selected as a sample size by using Yamane Taro’s sample selection formula as a study subjects. The study used convenience sampling method for sample selection of respondents’ and purposive sampling for interview of Public Service Manager. Open-ended questionnaires, closed ended questionnaires and interview were employed for data collection. Regarding research methodology; the researcher employed explanatory research method with both qualitative and quantitative data type. The analysis conducted using Microsoft Office Excel 2007 and presented by using tables, graphs, frequency distribution and percentage. From the study it was found that service quality dimensions were positively related to customer satisfaction; as service quality meets customers' expectation it leads to customers’ satisfaction. The result indicates that the dimensions of service quality measures were not fully practised by the municipality, which results in low level of service quality and customers' satisfaction. Municipal officials need to ensure that all tangible attributes related to employee performance create a desirable impact on customer perception of quality. This is important as customer continue to look for tangible cue as a means to reduce perceived service quality and describe their service experience in Burayu town municipality.

How to Measure Customer Satisfaction

Sarah Cook’s down-to-earth guide provides the rationale behind measuring service effectiveness and explains the measurement process, from start (preparation) to finish (managing the results).
In this pathbreaking book, world-renowned Harvard Business School service firm experts James L. Heskett, W. Earl Sasser, Jr. and Leonard A. Schlesinger reveal that leading companies stay on top by managing the service profit chain. Why are a select few service firms better at what they do -- year in and year out -- than their competitors? For most senior managers, the profusion of anecdotal "service excellence" books fails to address this key question. Based on five years of painstaking research, the authors show how managers at American Express, Southwest Airlines, Banc One, Waste Management, USAA, MBNA, Intuit, British Airways, Taco Bell, Fairfield Inns, Ritz-Carlton Hotel, and the Merry Maids subsidiary of ServiceMaster employ a quantifiable set of relationships that directly links profit and growth to not only customer loyalty and satisfaction, but to employee loyalty, satisfaction, and productivity. The strongest relationships the authors discovered are those between (1) profit and customer loyalty; (2) employee loyalty and customer loyalty; and (3) employee satisfaction and customer satisfaction. Moreover, these relationships are mutually reinforcing; that is, satisfied customers contribute to employee satisfaction and vice versa. Here, finally, is the foundation for a powerful strategic service vision, a model on which any manager can build more focused operations and marketing capabilities. For example, the authors demonstrate how, in Banc One's operating divisions, a direct relationship between customer loyalty measured by the "depth" of a relationship, the number of banking services a customer utilizes, and profitability led the bank to encourage existing customers to further extend the bank services they use. Taco Bell has found that their stores in the top quadrant of customer satisfaction ratings outperform their other stores on all measures. At American Express Travel Services, offices that ticket quickly and accurately are more profitable than those which don't. With hundreds of examples like these, the authors show how to manage the customer-employee "satisfaction mirror" and the customer value equation to achieve a "customer's eye view" of goods and services. They describe how companies in any service industry can (1) measure service profit chain relationships across operating units; (2) communicate the resulting self-appraisal; (3) develop a "balanced scorecard" of performance; (4) develop a recognitions and rewards system tied to established measures; (5) communicate results company-wide; (6) develop an internal "best practice" information exchange; and (7) improve overall service profit chain performance. What difference can service profit chain management make? A lot. Between 1986 and 1995, the common stock prices of the companies studied by the authors increased 147%, nearly twice as fast as the price of the stocks of their closest competitors. The proven success and high-yielding results from these high-achieving companies will make The Service Profit Chain required reading for senior, division, and business unit managers in all service companies, as well as for students of service management.

"The third edition of this best-seller updates its detailed information about how to construct, evaluate, and use questionnaires, and adds an entirely new chapter on customer loyalty." "Readers will gain a sound grasp of the scientific methodology used to construct and use questionnaires utilizing the author's systematic approach. They will be able to pinpoint and focus on the most relevant topics, and study both the qualitative and quantitative aspects of questionnaire design and evaluation. These and many more important scientific principles are presented in simple, understandable terms."--BOOK JACKET.

Customer satisfaction and loyalty are becoming increasingly important to most organizations since the financial benefits from improving them have been well documented. This book presents a thorough examination of how to use research to understand customer satisfaction and loyalty. It takes the reader step-by-step through the process of designing and conducting a survey to generate accurate measures of customer satisfaction and loyalty. The research process is explained in detail, including questionnaire design, analysis and reporting, but the book also covers other elements of an effective customer satisfaction process. These include project planning, communicating with customers before, during and after the survey, as well as providing internal feedback and taking effective action to address issues raised by the
survey. There is also comprehensive coverage of loyalty measurement methodologies as well as the satisfaction-profit chain and associated modelling and forecasting techniques.

OECD Guidelines on Measuring Subjective Well-being

This important new work provides a comprehensive discussion of the customer satisfaction evaluation problem. It presents an overview of the existing methodologies as well as the development and implementation of an original multicriteria method dubbed MUSA.

Fishing for Fairness

Research Paper (undergraduate) from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: I,0, RWTH Aachen University (Lehrstuhl Wirtschaftswissenschaften für Ingenieure und Naturwissenschaftler ), language: English, abstract: Only those companies that fully satisfy their customers will be able to maintain a top market position in the long run. Despite the fact that this rule has been known for a very long time, it has drastically gained in importance in the last years. The reasons are multifarious, but three main aspects can be named: the upswing of customer needs, exacerbating competition, and more complex market conditions. Rising customer demands can best be explained by a growing range of products competing against each other. In times of fierce competition, companies must deliver optimal products for the purpose of maintaining their competitiveness and strengthening their market positions. To ensure maximum customer loyalty, it is essential to know the status quo regarding the so called customer satisfaction and how consumer needs developed over time. This thesis presents the current state of research in the field of customer satisfaction measurement. In its macro-structure it can be divided into a theoretical and an empirical part. In the first one, the main measurement and calculation methods are described and discussed with focus on their capability to provide valid and reliable results concerning customer satisfaction. Chapter 2 sets the thematic framework by examining different conceptions of the formation of customer satisfaction. On this basis, a coarse presentation and categorization of prevalent measurement approaches is given. Not all of those approaches are up to today's standard of providing valid and reliable measures. Hence, in Chapter 3, only the promising subset of those approaches is further analyzed. Those methods are critically analyzed and assessed with the help of the existing literature. Building on this, a holistic customer satisfaction measurement system is introduced. Subsequently, Chapter 4 addresses the issue of comparability of different customer satisfaction measures and represents the transition from the theoretical to a praxis-based empirical part. Chapter 4.1 focuses on challenges for obtaining comparable data in international measurements. A closer look is taken at the different national CSI models as well as a recently established uniform European approach. Furthermore, study results of individual countries and industries are examined for their similarities and differences. The thesis concludes with a summary of the most important findings and provides an outlook on future developments in the field of customer satisfaction research.

Copyright code : 3db251adc9edf63aae173df26f3272ad