

Measuring Customer Satisfaction: Survey Design, Use, And Statistical Analysis Methods

Bob E. Hayes

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Main methods to measure customer satisfaction are discussed in the article. Direct Methods: Directly contacting customers and getting their valuable feedback is very important. Following are some of the ways by which customers could be directly tabbed: Getting customer feedback through third party agencies. Direct marketing, in-house call centers, complaint handling department could be treated as first point of contact for getting customer feedback. These feedbacks are compiled to analyze customers'™ perception. Getting customer feedback through face to face conversation or meeting. Feedback through complaint or appreciation letter. Direct customer feedback through sur... Measuring Customer Satisfaction and Loyalty, Third Edition. Survey Design, Use, and Statistical Analysis Methods. Bob E. Hayes. PDF, 312 pages, Published 2008. 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. Related Products. Standard. ISO 10008:2013: Quality management - Customer satisfaction - Guidelines for business-to-consumer electronic commerce transactions. Measuring Customer Satisfaction: Survey Design, Use, and Statistical Analysis Methods, Second Edition. Bob E. Hayes. 4.2 out of 5 stars 5. Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless: How to Make Customers Love You, Keep Them Coming Back and Tell Everyone They Know. Jeffery Gitomer. 4.2 out of 5 stars 156.

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