



Customer Satisfaction Measurement and Management : Using the Voice of the Customer

Earl Naumann, Kathleen Giel

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This step-by-step guide gives advice on how to increase repeat business and profits and how to become a customer-driven company. It is aimed at any business implementing a customer satisfaction programme, and should also be valuable for organizations trying to improve an existing programme. Also addressed are additional issues such as proactive customer contact, complaint handling, multinational considerations, and internal customers.

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