

Improving Customer Satisfaction Loyalty And Profit

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So how can a company ensure that its customers enjoy a consistently satisfying experience? In this book, two experts from the University of Michigan Business School lay out a five-stage process that links all of the key measures of customer satisfaction with marketing strategy and product development to guarantee excellent customer service. Johnson and Gustafsson show managers how to break down the organizational barriers that defy great customer service and instead tie together their customer value chain to create a cohesive customer measurement and management system.Â 5. From Data to Information: Analyzing Quality, Satisfaction, Loyalty and Profit Data. 6. From Information to Decisions: Priority Setting and Implementation. Series. J-B-UMBS Series. For Sale is a brand new version of Improving Customer Satisfaction Loyalty And Profit by Michael Johnson and is ready for immediate shipment. Improving Customer Satisfaction, Loyalty, and Profit: An Integrated Measurement and Management System. Specifications. Series Title.