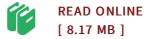# The Little Book of Big Customer Satisfaction Measurement

By Ajit Rao, Subhash Chandra

SAGE Publications India Pvt Ltd. Paperback. Book Condition: new. BRAND NEW, The Little Book of Big Customer Satisfaction Measurement, Ajit Rao, Subhash Chandra, The financial benefits accruing from improvements in customer satisfaction are so significant that customer satisfaction measurement has become an important business need. The results of customer satisfaction measurement often form a key basis for improving service quality and are often linked to pay and bonuses. It is therefore imperative for CEOs and senior managers to understand the principles behind customer satisfaction measurement. This book works in that direction by explaining the principles of customer satisfaction in a brief yet powerful manner. It will help the readers build relevant and actionable customer satisfaction programs for their organization. The book begins by going over the concepts of customer satisfaction measurement. It then dwells on the various kinds of tools available to organizations to capture customer satisfaction. Further, the book also deals with two major aspects with which many organizations are trying to come to grips: How do we align/link brand research with customer satisfaction research?; and How do we connect survey research with internal databases to generate great insights for organizations? The book also discusses how the entire data...

READ ONLINE
[8.17 MB]

Reviews

This ebook is wonderful. I have got go through and so i am certain that i am going to likely to read through once again again later on. You will like the way the article writer compose this ebook.
-- Miss Ariane Mraz

This pdf will not be simple to start on reading through but extremely enjoyable to see. I have read and i also am sure that i will planning to read through again once more in the foreseeable future. You wont really feel monotony at whenever you want of the time (that's what catalogues are for relating to if you request me).
-- Mallory Kertzmann V