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The Measurement of Customer Satisfaction

By David Willemssen

Grin Verlag Feb 2011, 2011. Taschenbuch. Book Condition: Neu. 210x146x15 mm. This item is printed on demand - Print on Demand Titel. - Scholarly Research Paper from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, grade: 1,0, 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...



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