



The Handbook of Customer Satisfaction and Loyalty Measurement

By Nigel Hill, Jim Alexander

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Customer satisfaction and loyalty are becoming increasingly important to most organizations since the financial benefits from improving them have been well documented. This book presents a thorough examination of how to use research to understand customer satisfaction and loyalty. It takes the reader step-by-step through the process of designing and conducting a survey to generate accurate measures of customer satisfaction and loyalty. The research process is explained in detail, including questionnaire design, analysis and reporting, but the book also covers other elements of an effective customer satisfaction process. These include project planning, communicating with customers before, during and after the survey, as well as providing internal feedback and taking effective action to address issues raised by the survey. There is also comprehensive coverage of loyalty measurement methodologies as well as the satisfaction-profit chain and associated modelling and forecasting techniques.

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Editorial Review

Review

Reviews of the previous editions: '... if you can't tell your PFIs from your PIMs then this is the tome to put you straight.' Loyalty Magazine 'A pragmatic tour-de-force. A comprehensive "how-to" guide to customer satisfaction and loyalty measurement. Clearly written. Easy to follow. In all, a book that sets itself an objective in Chapter 1 - to "explain how to carry out professional customer surveys...on which you can base important management decisions" - and then hammers on to fulfil its brief comprehensively.' The Institute of Direct Marketing Website

About the Author

Nigel Hill has been involved in measuring customer satisfaction for 20 years, forming the Leadership Factor to specialize in the discipline in 1996. He has written extensively and spoken at conferences around the world on the subject and manages customer satisfaction projects for many leading companies. Jim Alexander has over 30 years' experience in using management information and market research for decision making. This includes commissioning market research and customer satisfaction studies for HP Bulmer, Volvo and Mercedes Benz and Rolls Royce. Jim now manages customer and employee satisfaction surveys for many of The Leadership Factor's major clients.

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