



# **Improving Your Measurement of Customer Satisfaction: A Guide to Creating, Conducting, Analyzing, and Reporting Customer Satisfaction Measurement Programs**

*Terry G. Vavra*

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Since more and more attention is being focused on customer value management, it is important to have a resource that synthesizes many bodies of research about how to obtain and interpret customer satisfaction data. Vavra provides rationale, identifies opportunities, and suggests specific programs to improve the measurement of customer satisfaction in your organization.

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