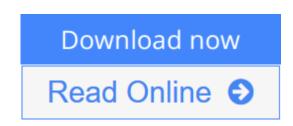


# Customer Satisfaction Measurement Simplified: A Step-by-Step Guide for ISO 9001:2000 Certification

By Terry G. Vavra



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#### About the Author

Terry G. Vavra, Ph.D., is President of Marketing Metrics, Inc., a marketing consulting firm specializing in measuring and improving customer satisfaction and customer retention, working with organizations such as Bentley Motor Cars, Mercedes-Benz USA, Morgan Stanley, Motorola, and Toys "R" Us. Vavra has written several books including: The Customer Delight Principle (AMA-McGraw-Hill), Aftermarketing (McGraw-Hill), and Improving Your Measurement of Customer Satisfaction (ASQ Quality Press). Over the last 30 years, Vavra has worked as consultant, client and educator (he taught in the MBA program of the Lubin School of Business, Pace University for 15 years). Today, he is a much-sought speaker on the topics of customer satisfaction and retention.

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