



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

By Terry G. Vavra

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Recent changes to the ISO 9001:2000 international standards require that organizations must have an effective method of measuring customer satisfaction to achieve ISO certification. In addition to maintaining thorough documentation of each process, these organizations must also measure the effectiveness of that process, along with the consequences for the customers. *Customer Satisfaction Measurement Simplified* is the first book on the market specifically written to assist on attaining this requirement. Using graphics, charts, and real data with examples drawn from the author's own experiences, *Customer Satisfaction Measurement Simplified* will guide you through the process of implementing a customer satisfaction measurement process to help your organization meet ISO 9001 certification.

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Customer Satisfaction Measurement Simplified: A Step-by-Step Guide for ISO 9001:2000 Certification By Terry G. Vavra Bibliography

- Sales Rank: #3010901 in Books
- Brand: Brand: ASQ Quality Press
- Published on: 2001-06-15
- Original language: English
- Number of items: 1
- Dimensions: 9.25" h x 6.25" w x 1.00" l,
- Binding: Hardcover
- 200 pages

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Editorial Review

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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