

**customer satisfaction is worthless pdf**

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Customer needs and customer satisfaction can be considered as something that is at the centre of every successful business. Every business needs a reason for their customers to buy from them and ...

**(PDF) Customer Needs and Customer Satisfaction**

customer satisfaction is worthless: "Satisfaction is no longer the acceptable standard of customer service. Satisfaction is no longer the acceptable measure of customer service success. The standard and measure of success for the next millennium is loyal customers." (p. 79)

**Customer Satisfaction is WORTHLESS, Customer Loyalty is**

Most companies mistakenly measure customer satisfaction ratings instead of customer loyalty. Satisfaction ratings may be as high as 97%, but that still means that 3% of your customers are free agents in the marketplace. They will shop anywhere. They may be satisfied...

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