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Measuring the Impact of Customer Satisfaction on Profitability: A Case Study

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BPR Based on Risk Management

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10 分

Abstract: Customer satisfaction is probably one of the most frequently measured × ×

Key words: Keyword1; Keyword2; Keyword3; Keyword4 10

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1 Introduction

12 分 1

We know that customer satisfaction is probably one of the most frequently measured marketing constructs × ×

10

2 An Example

Table 1

Figure

Customer satisfaction and its impact on profitability × ×

Table 1 Customer Satisfaction

9 分

Sector	Mean	Median	range	minimum	maximum	N
Consumer Cyclical	76539	75000	21000	66000	87000	117
Consumer Staples	79194	81000	30000	60000	90000	172
Financials	71641	71000	23000	61000	84000	39

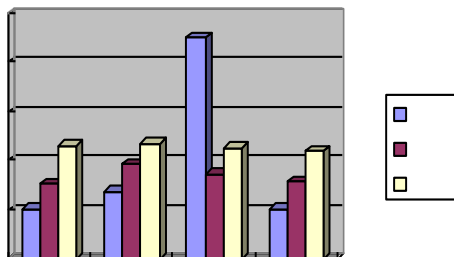


Figure 1 Data of × × 9 分

3 Data and Methodology

3.1 Method one 10 分

××

3.1.1 Discussing about method one 10

××

3.2 Method two

××

4 Results 12 分

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5 Conclusion 12 分

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Acknowledgement 12 分

This paper is supported by ×× 10

References 12 分

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