



Measuring Customer Satisfaction: Survey Design, Use, and Statistical Analysis Methods, Second Edition

Bob E. Hayes

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Now in its second edition, this best seller presents detailed information about how to construct, evaluate, and use questionnaires. New to this second edition is a chapter that includes two different methods of sampling and determining an appropriate sample size for reliable results. The author has updated the chapter on reliability and validity to cover more information about other forms of reliability. Also added is a chapter devoted to presenting examples on real customer satisfaction measures and how they can be used. Other topics include guidelines for developing questionnaires, scale development, the concept of quality, frequencies, sampling error, and two methods of determining important service or product characteristics as perceived by the customer. Benefits: Understand the scientific methodology used to construct questionnaires utilizing the author's systematic approach. Pinpoint and focus on the most relevant topics using the author's concise format of the concepts relating to measuring customer satisfaction. Study both the qualitative and quantitative aspects of questionnaire design and evaluation. Important scientific principles are presented in simple, understandable terms. A great resource for the Certified Quality Manager's exam! Contents: Introduction Determining Customer Requirements Reliability and Validity Customer Satisfaction Questionnaire Construction Sampling Methods Using Customer Satisfaction Questionnaires Examples of Customer Satisfaction Questionnaires Contains 12 appendices and more than 80 illustrations

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