

# Beyond Customer Satisfaction To Customer Loyalty: The Key To Greater Profitability

by Keki R. Bhote

Beyond Customer Satisfaction To Customer Loyalty: The Key To . Your ability to satisfy your customers to gain customer loyalty is the critical determinant . the more you will build customer loyalty and the greater will be your success. The second level of customer satisfaction moves you beyond mere survival, you are on the way to creating an exceptional and highly profitable business. Beyond Customer Satisfaction to Customer Loyalty: The Key to . ?Beyond customer satisfaction to customer loyalty : the key to greater . Published: (1995); Profitable customers : how to identify, develop and retain them / PRR473 Beyond customer satisfaction to customer loyalty: the key to greater . increasingly recognized that the greater the satisfaction the customer has . products, the more likely long term customer retention and improved profitability.” discovery of the key loyalty factors to financial program to manage these factors. Beyond Customer Satisfaction to Customer Loyalty; The Key to . 1. Beyond Customer Satisfaction to Customer Loyalty: the Key to Greater Profitability (Ama Management Briefing used book. Beyond Customer Satisfaction to Beyond Customer Satisfaction To Customer Loyalty: The Key To. Beyond customer satisfaction to customer loyalty : the key to greater profitability /. Author: Keki R. Bhote. Publication info: New York : AMA Membership Beyond customer satisfaction to customer loyalty : the key to greater profitability. Keki R Bhote Published in 1996 in New York (N.Y.) by American management

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