



# Customer Satisfaction: Tools, Techniques and Formulas for Success

*Craig Cochran*

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## **Customer Satisfaction: Tools, Techniques and Formulas for Success** Craig Cochran

Customer satisfaction is the single most important issue affecting organizational survival. Despite this fact, most companies have no clue what their customers really think. They operate in a state of ignorant bliss, believing that if their customers were anything less than 100-percent satisfied they'd hear about it. Then they are shocked when their customer base erodes and their existence is threatened.

The key to competitive advantage is proactively gauging customer perceptions and aggressively acting on the findings. The techniques for doing this don't have to be difficult, they just have to be timely and effective. This book explores a range of practical techniques for probing your customers' true level of satisfaction. Tools and specific instructions for use are described in detail, enabling the organization to get started immediately. The tools range from very basic to highly sophisticated, providing a path for organizations to follow as they progressively become more familiar with the unique drivers of customer satisfaction. This is the perfect reference for organizations that want to continually improve and outpace their competition.

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