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

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Wang Aimin, Xie Kefan
 School of Management, Wuhan University of Technology, Wuhan, P.R.China, 430070
 (E-mail: wam@whut.edu.cn xiekefan@163.com,)

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BPR Based on Risk Management

Mao Jiewen^{1,2}, Zhang Waoyue¹, Zheng Panli²

1 School of Management, Wuhan University of Technology, Wuhan, P.R.China, 430070

2 School of Economics, Jiangli University, Wuhan, P.R.China, 430074

(E-mail: maojiewen11@126.com, zhangwaoyue@163.com, zhengpanli63@yahoo.com)

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

Key words: Keyword1; Keyword2; Keyword3; Keyword4

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1 Introduction

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

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2 An Example

Table

1

Figure

Customer satisfaction and its impact on profitability

Table 1 Customer Satisfaction

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| 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 |

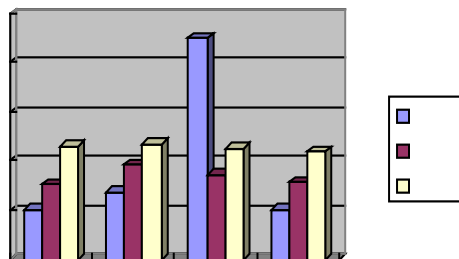


Figure 1 Data of

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