



Kundenzufriedenheit - Bedeutung und Messung (German Edition)

Carsten Heintze

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Studienarbeit aus dem Jahr 2008 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 2,7, - (VWA Cottbus), Veranstaltung: ABWL Marketing, 10 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Ich würde mich selbst als einen sehr umgänglichen Kunden bezeichnen und bin jedoch im alltäglichen Leben immer wieder über die verschiedensten Umgangsformen mit mir als Verbraucher überrascht. Unternehmen, mit denen ich voreingenommen durch Erzählungen und Informationen der Medien in Kontakt trete, stellen mich oftmals zufriedener als Unternehmen bei denen ich bisher Kundenzufriedenheit erfahren durfte. Genau diese „Launen“ bzw. das breite Spektrum an Reaktionen auf meine Wünsche und Bedürfnisse, haben mich dazu bewegt dieser Gradwanderung einmal genauer zu begegnen.



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