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

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BPR Based on Risk Management

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

Key words: Keyword1; Keyword2; Keyword3; Keyword4 10 右 (

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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 究

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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

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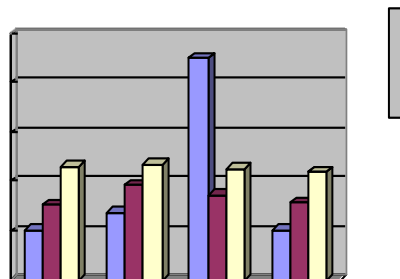


Figure 1 Data of

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3 Data and Methodology

3.1 Method one

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3.1.1 Discussing about method one

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3.2 Method two

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4 Results 12 右

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5 Conclusion 12 右

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