



Customer Satisfaction Measurement Simplified: A Step-by-Step Guide for ISO 9001:2000 Certification

Terry G. Vavra

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Recent changes to the ISO 9001:2000 international standards require that organizations must have an effective method of measuring customer satisfaction to achieve ISO certification. In addition to maintaining thorough documentation of each process, these organizations must also measure the effectiveness of that process, along with the consequences for the customers. *Customer Satisfaction Measurement Simplified* is the first book on the market specifically written to assist on attaining this requirement. Using graphics, charts, and real data with examples drawn from the author's own experiences, *Customer Satisfaction Measurement Simplified* will guide you through the process of implementing a customer satisfaction measurement process to help your organization meet ISO 9001 certification.

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