



Customer Satisfaction Survey

Thomas Leutbecher, Jenni Hayrinen

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Seminar paper from the year 2002 in the subject Statistics, grade: 5 pkt (1-6: 1), Helsinki School of Economics (Haaga Instituuti), - entries in the bibliography, language: English, abstract: This paper will tell about the customer satisfaction in a café downtown Helsinki. The reason why we chose this particular research, started out with personal experience, or better the wish for improvement. Since we are interested in marketing we started approaching our own wishes in a marketer's way, long before we were instructed to conduct this project. So we asked ourselves how we would do it better. But to get anywhere close to an answer, one needs to know about what other customers think, with what they might agree or disagree. So our second question was: how do people see it?

Now, as we were assigned to this project, it seemed rather interesting to find out, if our own wishes first of all would be of significance compared to other customers. And secondly, to learn about how simple or difficult it would be for an owner or marketer of such an establishment, to find out about the needs for improvement from the customers point of view.

The problem setting of this customer satisfaction survey is divided in four parts: The management needs to know whether the personnel are considered customer-service oriented. Further, how customers think about the place itself, the pricing and the products offered.

The background of this work is the idea of how to obtain or improve a market position. In order to do so, it is vital to know about the market itself and the customers and their wishes. In this particular field, everything stands and falls with customer satisfaction. Therefore it is desirable to gain knowledge about the customers and their point of view. Although this is only a part of the marketing mix, which has to be considered for a healthy business, next to the knowledge about competition, in this field it might be the most important one.

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