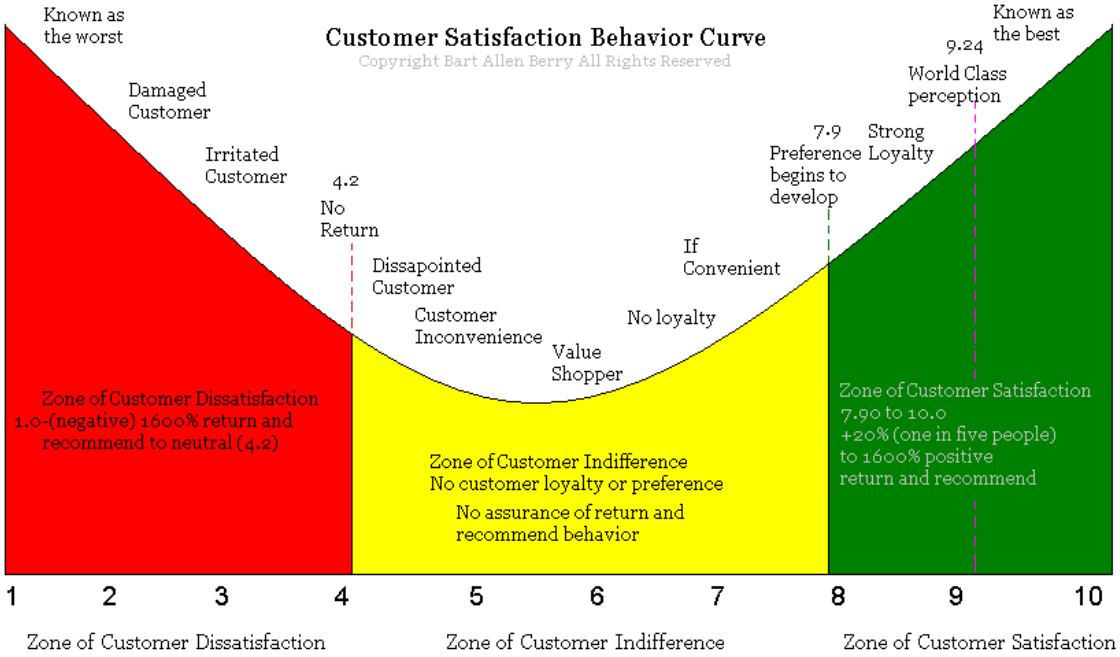
Customer Satisfaction Behavior Curve
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Known as the worst
Damaged Customer
Irritated Customer
4.2
No Return
Dissapointed Customer
Customer Inconvenience
Value Shopper
No loyalty
If Convenient
7.9
Preference begins to develop
Strong Loyalty
9.24
World Class perception
Known as the best
Zone of Customer Dissatisfaction
1.0-(negative) 1600% return and recommend to neutral (4.2)
Zone of Customer Indifference
No customer loyalty or preference
No assurance of return and recommend behavior
Zone of Customer Satisfaction
7.90 to 10.0
+20% (one in five people) to 1600% positive return and recommend
1
2
3
4
5
6
7
8
9
10
Zone of Customer Dissatisfaction
Zone of Customer Indifference
Zone of Customer Satisfaction