

# **Measuring Customer Satisfaction: Survey Design, Use, And Statistical Analysis Methods, Second Edition By Bob E. Hayes**

**By Bob E. Hayes**

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<http://blog.clientheartbeat.com/customer-satisfaction-software/>

Feedback Programs Best Practices Survey. Hayes, B. E. (2008a). Measuring customer satisfaction and loyalty: Survey design, use and statistical analysis

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Measuring Customer Satisfaction Survey Design, Use and Statistical Analysis Methods, 2nd ed (1998)

<http://citeseerx.ist.psu.edu/showciting?cid=1065554>

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Oct 03, 2008 Bob E. Hayes is president of Seattle research Second, a factor analysis of the four questions B.E. (2008). Measuring Customer Satisfaction (3rd  
<http://www.quirks.com/articles/2008/20081004.aspx?searchID=1412016706>

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There is an overall absence of sound statistical evidence of used in laboratory analysis; as "little more than a customer-satisfaction survey")  
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