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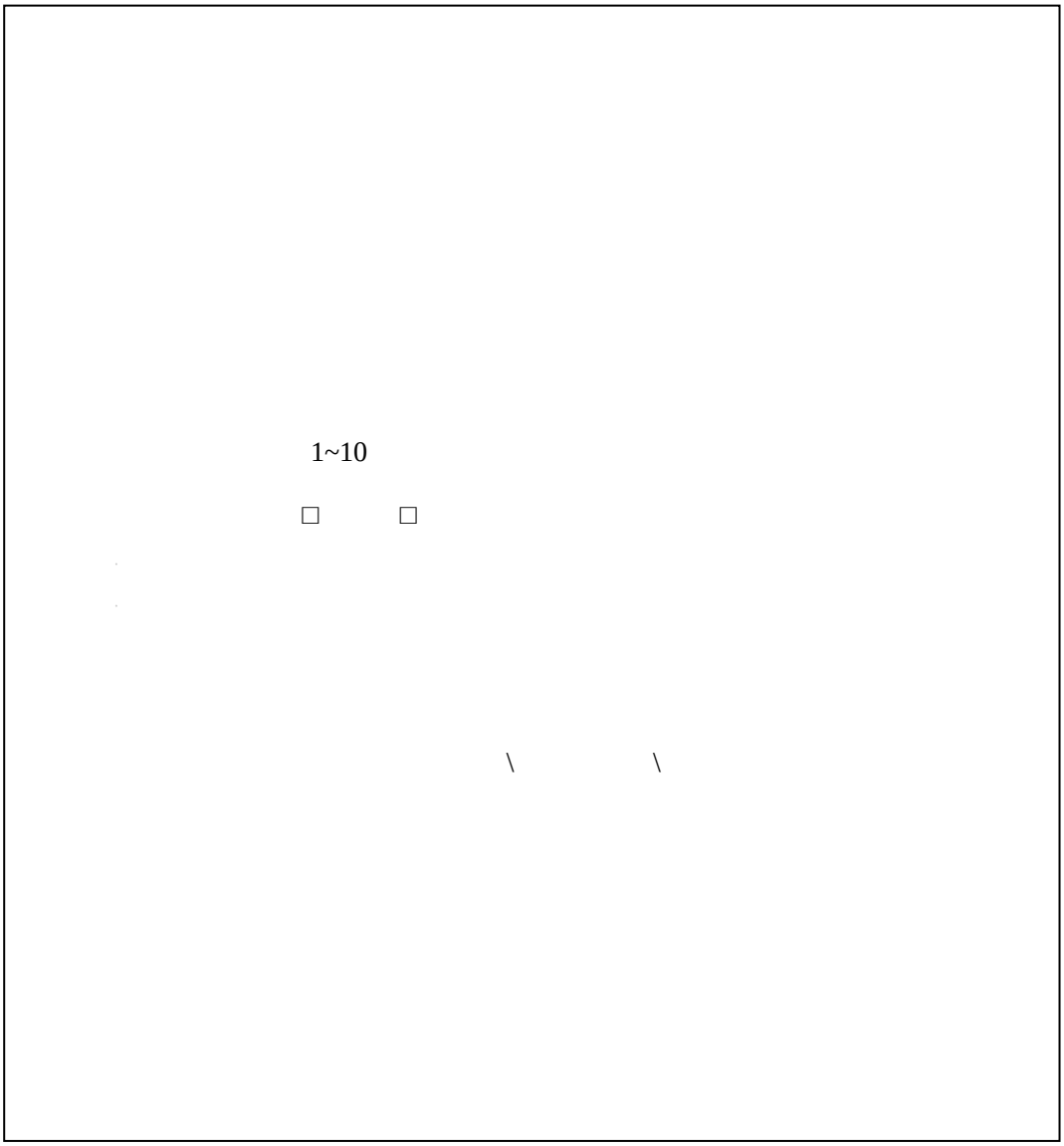

Measuring the Impact of Customer Satisfaction on Profitability: A Case Study

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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

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1 Introduction 12 1

We know that customer satisfaction is probably one of the most frequently measured marketing constructs…… 10

2 An Example Table 1 Figure

Customer satisfaction and its impact on profitability……

Table 1 Customer Satisfaction —— 9

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

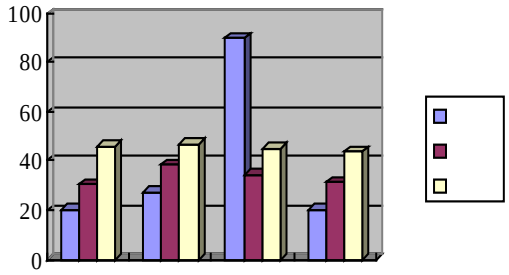

Figure 1 Data of ……— 9

3 Data and Methodology

3.1 Method one ———————— 10

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3.1.1 Discussing about method one ———————— 10

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3.2 Method two

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4 Results 12

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5 Conclusion 12

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[1] Narver J.C.,