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THE CONVENIENCE

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FINAL THOUGHT

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Performance Metrics
You Should Be Tracking
(That You're Probably
Not!) Zero (Original
Mix) Zero **Zero**

Reichheld And Sasser Zero Defections

W. Earl Sasser, Jr. by . Frederick F. Reichheld ... Managing for zero defections requires mechanisms to find customers who have ended their relationship with the company—or are about to end it ...

Zero Defections: Quality Comes to Services

Because that scrap heap can be every bit as costly as broken parts and misfit components, service company managers should strive to reduce it. They should aim for "zero defections"--keeping every customer they can profitably serve. As companies reduce customer defection rates, amazing things

happen to their financials.

Zero defections: quality comes to services

Zero Defections: Quality Comes to Services. Reichheld, F., and W. E. Sasser Jr. "Zero Defections: Quality Comes to Services." Harvard Business Review 68, no. 5 (September–October 1990): 105–111.

Zero Defections: Quality Comes to Services - Article ...

Reichheld, F.F. and Sasser, E. (1990) Zero Defections: Quality Comes to Services. Harvard Business Review, 68, 105-111. has been cited by the following article: TITLE: A Study of Tourist Loyalty Driving Factors from Employee

Satisfaction
Perspective. AUTHORS:
Ronglin Xu, Jianqiong
Wang

**Reichheld, F.F. and
Sasser, E. (1990)**

Zero Defections ...

F. F. Reichheld, and W.
Earl Sasser, Jr. "Zero
Defections: Quality
Comes to Services,"
Harvard Business
Review, Vol. 68, No. 5,
1990, pp. 105-111. has
been cited by the
following article: TITLE:
The Empirical Research
of Factors Influencing
Share of Wallet in the
B2B Market. AUTHORS:
Aiwu Cheng, Lei Han,
Cheng Cao

**F. F. Reichheld, and
W. Earl Sasser, Jr.**

"Zero Defections ...

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**Zero defections:
quality comes to
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Companies that aim for
"zero defections"
(keeping every
customer they can
profitably serve) can
make profits rise.
Defection rates are
both a measure of
service quality and a
guide for achieving it.
By listening to the
reasons why customers
defect, managers know
exactly where the
company is falling

short and where to direct their resources.

Zero Defections | Bookshare

Zero Defections: Quality Comes to Services By listening to the reasons why customers defect, managers know exactly where the company is falling short and where to direct their resources. By Frederick Reichheld and W. Earl Sasser, Jr. September 01, 1990

Zero defections: Quality comes to services | Bain & Company

Companies that aim for "zero defections" (keeping every customer they can profitably serve) can make profits rise. Defection rates are both a measure of service quality and a

guide for achieving it. By listening to the reasons why customers defect, managers know exactly where the company is falling short and where to direct their resources.

Zero Defections: Quality Comes to Services (HBR OnPoint ...

Zero Defections: Quality Comes To Services,' Harvard Business Review, Sept-Oct, (1990) by W E Sasser Add To MetaCart. Tools. Sorted by: Results 1 - 10 of 50. Next 10 → Customer loyalty and complex services: the impact of corporate image on quality, customer satisfaction and loyalty or customers with varying degrees of service expertise ...

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Defections: Quality
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Companies that aim for "zero defections" (keeping every customer they can profitably serve) can make profits rise. Defection rates are both a measure of service quality and a guide for achieving it. By listening to the reasons why customers defect, managers know exactly where the company is falling short and where to direct their resources.

**Zero Defections:
Quality Comes to
Services**

According to "Zero Defections: Quality Comes to Services" by Frederick F. Reichheld and W. Earl Sasser, Jr., the best way to keep customers is the

following: Collect Information/Data on Current Customers; Information is one of your greatest weapons in creating a zero defection culture.

**How to Create a
Zero Defection
Culture**

Valuing customers. Journal of Marketing Research, 41(1), 7-18. Reichheld, F. F., & Sasser, W. E. (1990). Zero defections: Quality comes to services. Harvard Business Review, [online], available at : <http://hbr.org/1990/09/zero-defections-quality-comes-to-services/ar/1>, viewed: 16 December 2011 Reichheld, F .F. (1996).

**Benefits of customer
retention and
reichheld's loyalty
...**

(See Frederick F. Reichheld and W. Earl Sasser, Jr., "Zero Defections: Quality Comes to Services," HBR September-October 1990.) Reichheld and Sasser estimate that a 5% increase in customer loyalty...

Putting the Service-Profit Chain to Work

It is claimed by Reichheld and Sasser (1990) that a 5% improvement in customer retention can cause an increase in profitability between 25% and 85% (in terms of net present value) depending upon the industry. However, Carrol and Reichheld (1992) dispute these calculations, claiming that they result from faulty cross-sectional analysis.

Loyalty business model - Wikipedia

F.F. Reichheld and W.E. Sasser, "Zero Defections: Quality Comes to Services," Harvard Business Review, volume 68, September-October 1990, pp. 105-111; F.F. Reichheld with T. Teal, The Loyalty Effect (Boston: Harvard Business School Press, 1996);

Do Customer Loyalty Programs Really Work?

Sasser has written or co-written ten articles for Harvard Business Review, including "Putting the Service Profit Chain to Work," "The Profitable Art of Service Recovery," "Zero Defections: Quality Comes to Services," "Match Supply and Demand in Service Industries,"

and "Why Satisfied Customer Defect."

**W. Earl Sasser -
Faculty & Research -
Harvard Business
School**

"The Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction, and Value." The Free Press, New York, 1997. •

Reichheld, Fredrick and Sasser, W. Earl Jr.

"Zero Defections:

Quality Comes to Services." HBR

September-October 1990

The Loyalty Effect

Reichheld and Sasser (1990) concluded that cutting defections in half could more than double the growth rate of the average

company. Everett (1993) noted that a dedicated customer retention unit developed by Patrick J. Swanick at the Society National Bank in Cleveland, achieved a 57% success rate in persuading callers to remain with the bank.

**Customer Retention:
Review of Literature**

reichheld and sasser 1990 zero defections Continues to purchase from the same supplier Reichheld Sasser 1990.Sasser 1990 find that loyal customers are willing to 1 re-buy products despite the fact. reichheld e sasser 1990 Research Bloemer Odekerken-Schröder, 2002 Reichheld Sasser, 1990 Zeithaml, 1988 as.