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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

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### 1 Introduction

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

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### 2 An Example

Table

1

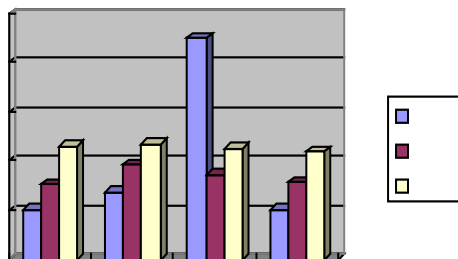
Figure

Customer satisfaction and its impact on profitability

**Table 1 Customer Satisfaction**

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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**

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### **3 Data and Methodology**

#### **3.1 Method one** 10

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##### 3.1.1 Discussing about method one 10

#### **3.2 Method two**

### **4 Results** 12

### **5 Conclusion** 12

#### **Acknowledgement** 12

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