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Reichheld And Sasser Zero Defections

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

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

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Zero Defections: Quality Comes to Services

Zero Defections: Quality Comes to Services by F. Reichheld and W. E. Sasser Jr.

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 ...

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. | Semantic Scholar

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

8/23/2019 Zero Defections: Quality Comes to Services 1/13
PRODUCT DEVELOPMENT Zero Defections: Quality Comes to Services by Frederick F. Reichheld and W. Earl Sasser, Jr. FROM THE SEPTEMBER-OCTOBER 1990 ISSUE T he real quality revolution is just now coming to services. In recent years, despite their good intentions, few service company executives have been able to follow through on their ...

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Companies that aim for "zero defections" (keeping every customer they can profitably serve) can make profits rise.

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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.

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(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

Keeping and developing relationships with current customers is a key business strategy.¹ Yet problems and complaints are bound to occur over the lifetime of customer relationships. Handling these effectively is vital to maintaining customer satisfaction and loyalty, as the example of Saturn illustrates.

Recovering and Learning from Service Failure

Reichheld and Sasser (1990). 6. Blattberg and Deighton (1996). 7. A.S.C. Ehrenberg and G.J. Goodhardt, Understanding Buyer Behavior (New York: J. Walter Thompson and the Market Research Corporation of America, 1977). 8. For a discussion of

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behavioral loyalty, see:

Do Customer Loyalty Programs Really Work?

"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

Earl Sasser is a Baker Foundation Professor at Harvard Business School and has been a member of the faculty there since 1969. He received a B.A. in Mathematics from Duke University in 1965, an MBA from the University of North Carolina in 1967, and a Ph.D. in Economics from Duke University in 1969. Sasser developed the School's first course on the management of service operations in 1972.

W. Earl Sasser - Faculty - Harvard Business School

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

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, Frederick F. and W. Earl Sasser, Jr. (1990), "Zero Defections: Quality Comes to Services," Harvard Business Review, 68 (September-October), 105 - 111.

Employee Satisfaction, Customer Loyalty, and Financial

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