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The basic principle of the Service Profit Chain theory revolves around the fact that customer satisfaction starts with good staffing and treatment of ones own employees. Committed employees are sociable and convey this to the customer.

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Heskett: The first step toward the development of a value profit chain is that of obtaining an understanding of customer lifetime value and that of true employee value at various levels in the organization. These are the drivers of subsequent effort in many organizations we've observed.

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