



Customer Services and Customer Satisfaction

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Message from the Guest Editors

Dear Colleagues,

Many companies put the customer and customer satisfaction at the heart of customer services. To satisfy customers, companies need to manage and put different factors into perspective, such as different service activities, addressing customer queries and complaints, and meeting customer expectations.

Similarly, companies need to consider that customers make purchase decisions not only according to the product or service and their characteristics, but also according to the range and level of customer services provided. In addition, customer satisfaction can be derived not from the product itself, but the “experience” delivered by the company. Other important trends today in customer services are the strategies of servitization and customization, the increasing importance of after-sales services, the impact of technologies on service delivery, and the “sharing economy” services...

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