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Agric. Econ. – Czech

**K. Ryglová, I.
Vajčnerová**

Potential for utilization of the European customer satisfaction index in agro-business

Agric. Econ. – Czech, 51 (2005): 161-168

The topic of this article focuses on customer satisfaction. The customer satisfaction is considered as a crucial factor for the success of all market organisations. The subject is very often discussed from the theoretical point of

view. This contribution is aimed at opportunities of evaluation and measurement of customer satisfaction by the European customer satisfaction index that consecutively should contribute to more effective marketing management in firms or any organizations. The objective was to adapt the European customer satisfaction index methodology to Czech environment. The adapted methodology was applied on tourism market.

In conclusion, there was specified the importance and possibilities of using the European customer satisfaction index in real business environment.

Keywords:

marketing management, customer satisfaction, European customer satisfaction index

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