

Attachment: Creating professional documents

Number of methodological Tool	EUPA_LO_033_M_036
Number of Attachment	EUPA_LO_033_M_036_Att1

Exercise using ICT

1. A document to be reproduced by the learners

Create the following document

Measuring Customer Satisfaction - Theory and Practice

The theory on customer satisfaction

Center, Bold, 12 points

A customer is satisfied when his expectations are met.

Left and right
indent of 1", bold
and Italics,
justified
paragraph, double
line spacing

Expectations are desires or wants of consumers which are formed on the basis of previous experience with a company and its marketing mix inputs ([physical evidence, process and people) i.e. if the customer expects to receive an accurate bill when he checks out from the hotel then this is an expectation.

Therefore identification of the customers' expectations is important for two major reasons:



Numbering

1. It enables the marketing researcher to identify the determinants of customer satisfaction
2. It enables the firm to allocate its resources correctly i.e. the firm should not invest in resources that the customer does not value.

Customer expectations are influenced by:

- **Word of mouth communications**
- **Personal Needs and**
- **Past Experience**

Bold 14 points



2. A table to be reproduced by the learners

a) Create the following table

Seminar Code	Seminar Description	Duration	Price
2309WINVISTA	Introduction to Windows Vista	12	69.00
1010WORD	Word 2003 for Windows	24	109.00
2010ACCESS	Database design, Creation and use for efficient management and strategic marketing	33	159.00

b) Format your table to look like the one below:

SEMINARS			
Seminar Code	Seminar Description	Duration	Price
2309WINVISTA	Introduction to Windows Vista	12	69.00
1010WORD	Word 2000 for Windows	24	109.00
2010ACCESS	Database design, Creation and use for efficient management and strategic marketing	33	159.00
Total Seminar's Price			337.00