

16 PRINCIPLES OF CUSTOMER SATISFACTION

1. Allow customers to feel *in control (comfortable)*
2. Help them make an *informed decision*
3. Build *confidence*
4. Show *appreciation*
5. Provide a *hassle-free* experience
6. *Anticipate* needs
7. *Personalize* the experience
8. Provide a *consistent interface*
9. Be *time-efficient*
10. Deliver the Product or Service in *immaculate condition*
11. Make the delivery *special*
12. Provide a *quality* product or service
13. Make the experience *convenient*
14. *Take responsibility* for defects
15. Show *Customer Satisfaction really matters*
16. Build a *Brand Relationship* with the customer