

A quantitative case study of customer satisfaction for a bottled water home delivery service company

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Abstract

The purpose of this study is to evaluate the implementation of a customer satisfaction program for a low involvement product (bottled water), with a service differentiation mindset (home delivery service). Net Promoter Score (NPS) was used to measure loyalty and business satisfaction questions to measure customer satisfaction with product and services. Although NPS is surrounded by controversy of its use, the initiative increased the company awareness towards customers and, ultimately, increased company sales of bottled water.

Keywords: *Low involvement; Services; Net Promoter Score*

Track: Services Marketing