



Ciekawe linki dot. badań satysfakcji klienta

[www.femko.pl](http://www.femko.pl)

<https://www.badania-satysfakcji-klientow.pl/o-badaniu>

<https://www.marketstar.com/download/cxo-guide/the-definitive-guide-to-churn-reduction>

<https://hbr.org/2023/01/10-ways-to-boost-customer-satisfaction>

<https://www.olsonzaltman.com/zmet>

<https://www.gartner.com/smarterwithgartner/how-to-measure-customer-experience>

<https://www.mckinsey.com/capabilities/operations/our-insights/four-ways-to-shape-customer-experience-measurement-for-impact>

<https://mopinion.com/customer-experience-metrics/>

**Jakość obsługi na  
ścieżce  
doświadczenia  
klienta**

**Poziom podstawowy**