The Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction, and Value

James L Heskett W. Earl Sasser Leonard A Schlesinger

December 2008 The Service Profit Chain Institute 1 Value is created by satisfied, loyal, and productive employees. Employee satisfaction, in turn, results primarily from high-quality support services and A closer look at each link reveals how the service-profit chain functions as a whole. Leading service companies are currently trying to quantify customer satisfaction. The Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction, and Value, James L. Heskett, W. Earl Sasser, Jr., Leonard A. Schlesinger.

And Value


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