

The Importance to Evaluate the Clients' Satisfaction Degree

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Abstract

The complex and correct evaluation of the requests and of the clients' or beneficiaries' level of satisfaction provides important information to the organizations ,regarding both the extent in which the planned objectives have been attained, that is: the need of implementing some improving, preventive or corrective actions and information regarding the progress that has been made. This work focuses on a possible system of managing complaints and on underlying a strategy of improving quality with the help of the clients and of the other persons whom are interested in this.

Keywords: client, satisfaction clients, stakeholders, TPV Strategy

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