



ENCUENTRO CON EL CINE, CINEFESTO INTERNACIONAL, 18 DE 23

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QUESTION	ANSWER
1. WHAT IS THE DEFINITION OF CUSTOMER SATISFACTION?	Customer satisfaction is the degree to which a customer's expectations are met or exceeded by the company's performance.
2. WHAT ARE THE FACTORS THAT INFLUENCE CUSTOMER SATISFACTION?	Factors include product quality, service quality, price, and the company's reputation.
3. HOW CAN A COMPANY IMPROVE CUSTOMER SATISFACTION?	Companies can improve customer satisfaction by listening to customer feedback, improving product quality, and providing excellent service.
4. WHAT IS THE IMPORTANCE OF CUSTOMER SATISFACTION?	Customer satisfaction is important because it leads to customer loyalty, repeat purchases, and positive word-of-mouth.
5. HOW CAN A COMPANY MEASURE CUSTOMER SATISFACTION?	Companies can measure customer satisfaction using surveys, focus groups, and other methods.

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