

Ron Zemke's
Customer
Satisfaction
Grid

O
u
t
c
o
m
e

Value
Add

Met

Not
Met

At Risk	Loyal	Advocate
Searching	At Risk	Loyal
Gone	Searching	At Risk

Dissatisfied

Satisfied

Dazzled

Process

Ron Zemke's
Customer
Satisfaction
Grid

O
u
t
c
o
m
e

Value
Add

Met

Not
Met

Value Add			
Met			
Not Met			

Dissatisfied

Satisfied

Dazzled

Process