

15.7: Introduction to the Customer Evaluation Process

What you'll learn to do: explain the key components of the customer evaluation process

Customers are constantly deciding what to buy and where to buy it. In order to retain customers, businesses must ensure their customers are satisfied. What does it mean to have a satisfied customer? How can a business retain customers in our ever-changing market place? In this section, we'll examine the key components of the customer evaluation process.

Contributors and Attributions

CC licensed content, Original

- Introduction to the Customer Evaluation Process. **Authored by:** Wade Hyde. **Provided by:** Lumen Learning. **License:** [CC BY: Attribution](#)

[15.7: Introduction to the Customer Evaluation Process](#) is shared under a [not declared](#) license and was authored, remixed, and/or curated by LibreTexts.

- [15.7: Introduction to the Customer Evaluation Process](#) is licensed [CC BY 4.0](#).