

DETERMINING THE OPINION OF BANK PERSONNEL REGARDING THEIR CONSUMER SATISFACTION

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Abstract:

Providing satisfaction for bank consumers is vital for the business success. Primarily is very important to know what is the opinion of bank personnel regarding the main aspects of their services that counts for their consumers satisfaction. This paper present the results of a qualitative research developed to see the consumers satisfaction through the "organization lentils".

Keywords: *consumer satisfaction, consumer requirements, "organization lentils"*

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