



Análise do nível de satisfação do cliente no segmento de transporte rodoviário de cargas [

2019

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Analítica

Responsible for handling more than 60% of all cargo that travels in the national territory, the road haulage segment is of fundamental importance as it reduces the distance and allows the exchange of goods between the most diverse communities. To survive in today's market, a company must satisfy customers by providing quality goods and services. This requires a continual reevaluation of customer needs and an unwavering commitment to change as needed to meet or exceed their expectations. In this sense, this paper presents a study on the level of customer satisfaction in a small company in the city of Eusébio-CE. A descriptive survey was conducted, which identified the high level of customer satisfaction, mainly associated with service and the credibility of the service. In addition, it was possible to identify that attributes related to drivers' posture, faultless loads and service prices are points that, besides being the least evaluated for the level of satisfaction, are the ones that least affect the hiring

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