

Abstract :

The authors empirically address how Customer Satisfaction (CS) and loyalty in the banking industry may affect profitability. This helps in identifying the strategy and competencies necessary to benefit from customer relationships, which are important sources for improved performance in the banking. They do this by analysing data collected on 2105 customers of 118 branches of one of the biggest banks of an Italian banking group. They find that CS impacts loyalty, which in turn has a direct effect on financial and nonfinancial customer value/total customer value/complex customer value. Moreover, loyalty is a mediator between financial and nonfinancial customer value and two sources of CS, namely, relationships with the front office and the branch, on the one hand, and the products offered, on the other.

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Paola Gritti works at Università degli Studi di Bergamo – Italy. She obtained a PhD in “Marketing for firms’ strategies” in March 2007 with the thesis: “Customer satisfaction and competencies: an econometric study of an Italian bank” She wrote this paper during a research period at Copenhagen Business School under the supervision of the coauthor Prof. Nicolai J. Foss.



The Center for Research in Economic Analysis of the University of Luxembourg is pleased to invite you to the **Lunchtime Seminar in Economics:**

Customer satisfaction and competencies: an econometric study of an Italian bank

(Joint with Nicolai J. Foss)

Paola Gritti

Università degli Studi di Bergamo

March 30, 2011

13:00 – 14:00



Campus Limpertsberg
Building of Science – Room BS001
162a, avenue de la Faiënerie
L-1511 Luxembourg

Lunch is planned for the participants

Registration: by email to fdef-colloques@uni.lu