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Achieving Customer Satisfaction through Product-Service Systems

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Highlights

- We propose an approach for achieving customer satisfaction in manufacturing firms.
- The key criteria can be identified through an integrated BSC and MCDM approach.
- A questionnaire survey was conducted in 24 manufacturing firms from 3 countries.
- The results show that various customer perspectives need to be further improved.
- We provide a procedure for identifying key criteria and their interrelationships.

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