## greenPROFIT

## Consumer Buzz

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## **Customer Satisfaction on The Rise**

Ann-Marie Vazzano

After two years of decline, customer satisfaction is finally improving, according to the American Customer Satisfaction Index (ACSI). The retail category scored 78.3 on a scale of 100, up 4.7 percentage points for an all-time high. Specialty retailers' satisfaction climbed 3.9% for a score of 80 and Home Depot beat Lowe's for the first time this year by one point (80 vs. 79). **GP**