

# Customer Satisfaction Measurements



## INTRODUCTION

This activity based training will derive outcomes through a facilitated learning process. Participants will be provided with practical exercises and business scenarios to be completed in small teams. After they have attempted to resolve the issues, the trainer will provide reflection checkpoints to review the lessons learnt. The participants will be involved in the activities and engaged in multi-sensory learning for effective performance.

## TARGET AUDIENCE

This programme is designed for executives and managers who are tasked to design and implement tools to measure customer satisfaction.

## COURSE OBJECTIVES

- Understand challenges concerning measurement of customer satisfaction through surveys
- Define the four steps towards effective customer satisfaction measurement
- Develop a customer survey plan
- Conduct guided interviews and focus group discussions
- Apply analytical tools and techniques in customer research findings
- Align customer satisfaction measurement and organisational improvement
- Demonstrate how customer satisfaction measurement can add value to planning, projects and thought leadership initiatives

**Duration: 2 Days**

## CONTENT OUTLINE

- Customer satisfaction measurement fundamentals – primary and secondary research to form the basis for sound analysis and insights
- Critical success factors and potential pitfalls to avoid in the process
- 4 key principles of effective customer satisfaction measurement to maximise the value from your research
- 4 step process of plan, position, conduct and synthesise
- Choosing the most appropriate data collection techniques with consideration of cost, time and objectives
- Preparing the data for analysis by identifying and probing the ‘so what?’ for insights
- Translating the results of research and analysis into effective communications
- Key template to guide you during the measurement process