

# Measuring and Managing Customer Satisfaction

## What This Course Is About

This training course aims to enable and equip organisations with the tools and skills needed to monitor and manage customer satisfaction continuously and to maintain the alignment of services with customer needs.

## Who Should Attend

This course is suitable for anyone with strategic and/or operational responsibility for customer service and customer retention. The content can also be adapted for front line service staff.

## Benefits For Your Organisation

Better quality customer research and customer data; improved understanding of customers and their needs; increased customer satisfaction; increased customer advocacy for your business.

## Course Content

- **Service Excellence – the Basics**  
Identification/definition of the key components required for customer service excellence
- **Service Excellence Review**  
Activities to a) assess customers' current perceptions, b) identify and set service goals and ideals, c) plot the gap between actual perception and the ideal and d) plan the changes required to bridge the gap
- **Readiness for an Enhanced Service Challenge**  
Activities to identify the forces acting for and against enhanced customer service within the organisation
- **Best Practice 'Swap Shop'**  
Activities to identify and develop best practice ideas and to decide which ideas to take forward as part of a new service strategy
- **Customer Satisfaction Cycle**  
Mapping of critical tasks and service activities against four stages in the cycle:
  - Customer needs analysis
  - Service design
  - Service delivery
  - Measurement of customer satisfaction
- **Motivating Staff to Achieve Service Excellence**  
Activity to align attitudes to and treatment of staff with external service values and principles so staff actively *want* to deliver excellent service.

## Learning Outcomes

Participants will be able to:

- Describe and explain the various stages in the satisfaction management process
- Plan and implement effective customer research tools and systems
- Analyse and use customer data to adjust and adapt services to meet customer needs
- Measure customers' perceptions of service
- Identify opportunities for service improvement
- Prioritise and implement improvements to service as appropriate.

## Learning Delivery

The course content follows a workshop format in which discussions and activities focus on resolving the real day-to-day service issues facing the business. The workshop can run for 1 or 2 days according to the scope of the clients' requirements. The workshop uses a range of delivery methods including:

- Group discussions
- Practical research design exercises
- Case studies
- Quizzes and knowledge tests
- Improvement action planning.