

Course : Measuring customer satisfaction

Practical course - 2d - 14h00 - Ref. MSC

Price : 1500 CHF E.T.



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Customer satisfaction is a major issue, because dissatisfaction has a cost. How can you assess your company's performance and identify areas for improvement through the prism of customer satisfaction? This practical training course presents the methods and tools you need to effectively measure and analyze customer satisfaction.



Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Integrating customer satisfaction at the heart of the company
- ✓ Define measurement elements and criteria
- ✓ Analyze and exploit results
- ✓ Present results and implement action plans

Intended audience

Quality managers, customer service managers, research managers, marketing or sales managers.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

Real-life case studies. Sharing experiences. Reflection workshops, role-playing exercises.

Teaching methods

Active, participative teaching methods. Alternating theory/practice with application to the context and experience of participants.

Course schedule

PARTICIPANTS

Quality managers, customer service managers, research managers, marketing or sales managers.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Understanding the concept of customer satisfaction

- Definitions: customer satisfaction, loyalty...
- Principles of the customer life cycle: quality, satisfaction and loyalty.
- What's at stake for the company and its employees?
- Prerequisites, animation and communication methods, key success factors for implementing this type of tool.
- Identification, analysis and importance of satisfaction and dissatisfaction factors.
- Introducing the notion of attachment and the determinants of loyalty.

Exercise

Build a mental map of customer satisfaction.

2 Measuring satisfaction

- When to measure: timing, frequency, seasonality...
- Who to question: targets, contacts (BtoB, BtoC...).
- How to gather information: face-to-face, telephone, mail, Internet...
- Choose the sample and make sure it's representative.
- Structure your questionnaire: choose measurement scales, order and wording of questions...

Exercise

Drafting of a customer satisfaction questionnaire.

3 Implementing surveys

- Test and optimize your questionnaire.
- Briefing interviewers: instructions to follow, mistakes to avoid...
- Monitor survey progress: field follow-up.

Role-playing

Passing on instructions to interviewers. Group debriefing.

4 Exploiting study results

- Open-ended questions: code layout, coding, semantic analysis, etc.
- Choose the quantitative treatments to be applied to the data.
- Choose the synthetic indicators to be built.
- Choose the angle of analysis: global, by customer target, by market, by department, integrating financial data...
- Present results: graphic choices, mappings...
- Define critical points on which to take action, and identify areas for improvement.
- Implement corrective actions: choice of tools and action plans...

Exercise

Analysis and use of questionnaires.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.