



ADVANCED Customer Satisfaction Measurement

Course Introduction:

Customer surveys are an invaluable tool for understanding the customer's perception of your service delivery. Findings from a survey program provide critical information about your support center's performance -- information that can serve as a basis for continuous improvement projects and ultimately lead to long-term customer loyalty. Surveys are also an important tool for researching customer needs and expectations. However, a survey program is only valuable if the surveying effort is properly designed and executed.

This interactive course is designed for customer service or customer support managers and business analysts who are conducting their own customer satisfaction surveying program or are considering outsourcing the surveying effort. Attendees will get the background needed to build and conduct a successful customer satisfaction survey program. For service organizations that are considering outsourcing the surveying effort, this course will provide valuable information for selecting the right vendor of surveying services and for being a successful partner in the surveying program. The techniques presented can also be applied to other types of surveying, such as employee satisfaction

Course Objectives:

By the end of this seminar, delegates will be able to:

- The role of surveys within a customer loyalty program
- How to identify aspects of the service process to be measured through the survey
- Critical issues in the construction of valid questions
- Alternative question formats and scales
- Response rate requirements
- How to select your survey sample
- Advantages of various survey administration methods, with a particular emphasis on the new electronic survey methods
- Methods for analyzing survey data
- How to organize and report data for maximum effect

Who Should Attend?

- All business professionals in customer facing positions or with specific responsibilities for Service Quality and Customer Satisfaction
- It will be especially valuable to those in specific customer service roles
- Personnel new to the role, as well as more experienced officers seeking to examine and enhance their service quality and customer satisfaction skills

Course Outline:

CUSTOMER LOYALTY PROGRAM GOALS AND THE ROLE OF SURVEYING

- What is a survey and why conduct one?
- The ROI of customer loyalty programs
- Customer surveying as bilateral communications

PITFALLS ON THE SURVEY TRAIL

- Validity and reliability of the survey instrument
- Validity of administration

SURVEY PROJECT MANAGEMENT

- Key stages of a survey project: preparing the project plan
- Resources: who's on the team
- Budget: cost components of a customer surveying project
- Schedule: reasonable expectations for total elapsed time

Designing a Survey Questionnaire

- Types of surveys
- Specific purpose surveys
- Periodic surveys
- Transaction-driven surveys
- Elements of a questionnaire
- How to sequence questions
- Question formats and when to use them
 - Multiple choice or categorical
 - Ordinal
 - Interval ratings
- 4.5 The effects of wording
- Testing the survey

ADMINISTERING THE SURVEY

- Different types of administration methods and the advantages and disadvantages of each
 - Postal mail surveys
 - Telephone surveys

- Electronic mail
- Web form
- Surveying "by disk"
- Interactive Voice Response (IVR)
- Selecting the sample
 - Determining the sample size and the sample distribution size
 - Determining the confidence of the results
- Ensuring the quality of the administrative process
- When and how to use pre-administration notification and follow-up notes
- How to increase your response rates
- Best practices for collecting and organizing data

ANALYZING & PRESENTING THE RESULTS

- Planning for your analysis
- Types of analysis: descriptive and multivariate statistics
- Analyzing textual data
- Preparing your written report
- Presenting your findings to management
 - The best uses of charts and graphs

SURVEY AUTOMATION SOFTWARE

- What is survey automation software?
- Benefits of using this software
- The role of automation software in a survey project
- Selecting survey automation software
- Pricing of survey automation software
- Hidden shortcomings with automation software
- Sources of survey automation software

Course Fees:

To be advice as per course location. This rate includes participant's manual, Hands-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session