

Customer Satisfaction

Analysing and Reporting CSM Data

Why you should attend

A very practical second day to Customer Satisfaction Measurement for those people who will manage and analyse the results of their own CSM survey.

The aim of the day is to learn analytical techniques by working through real world examples on laptops.

Delegates leave with a disk of worked examples and templates.

The course

- Introduction and Excel basics
- Working with numerical data
- Working with Categorical data
- An exercise in reporting
- Software overview (pros & cons)

Complaints Management

Why you should attend

There is growing evidence that complaints well handled can result in higher levels of customer satisfaction and loyalty.

This one day course will examine the complaints process from both the organisation's priorities and the customers' perspective. It will explore best practice in managing the complaints system as well as ways of understanding the customer experience of the complaints process.

The course

- Complaints Management in perspective
- The complaints management system
- The customer's perspective
- Monitoring complaints handling performance
- Opportunities for improvement