

# Customer Satisfaction

## Return on Satisfaction

### Why you should attend

This one-day course is designed for delegates with considerable experience in the field of customer research.

It provides an overview of the principles and use of statistical techniques used to establish the relationships between variables before moving on to a discussion of the state of the art in terms of causal modelling.

### The course

- The role of causal analysis in customer research
- Assumptions and limitations
- Refresher of bivariate techniques
- Multivariate techniques
- Multi modelling
- Modelling in practice

## Facilitating Focus Groups

### Why you should attend

Focus groups are ideal tools for gaining detailed information. They identify areas to survey, help you to understand the motivations of customers or explore and stimulate ideas.

This one-day course takes delegates step-by-step through the process.

### The course

- Why conduct a focus group?
- Before the group
- Facilitating focus groups
- Dealing with the unexpected
- Techniques for going beneath the surface
- Exercise in facilitating a focus group