

Customer Satisfaction

Improving Customer Satisfaction

Why you should attend

Most organisations now recognise the importance of customer satisfaction, but there are still very few businesses that get it right.

With the starting point of a robust CSM survey, this course examines in detail the strategies that work. It also investigates the techniques for maintaining the focus until its time for the update survey.

The course

- A starting point
- Taking action
- Feedback
- Involving employees
- Involving customers
- Integrating other strategic measures
- Maintaining the focus

Questionnaire Design

Why you should attend

Questionnaire design is the most crucial part of effective survey research, and anyone responsible for creating a questionnaire will find the course beneficial.

The course covers the rules of questionnaire design and provides guidelines and tips based on the hard-won day-to-day experience of a research agency.

The course

- Sampling
- The questionnaire itself
- Question wording
- Types of question
- Satisfaction and loyalty research
- Conclusion