GLOBAL TRAINING INSTITUTE

Measuring Impact: Effective Customer Satisfaction Management



GTI - Coordination Office and International Relations (Accredited Programs)

Course Description

The Measuring Impact: Effective Customer Satisfaction Management training course focuses on the importance of quality and customer service as outlined by ISO 9001 standards. This course equips participants with the knowledge and skills to enhance customer satisfaction and drive organizational improvements. Delegates will learn effective strategies for measuring customer satisfaction, developing surveys, and linking satisfaction metrics to ISO 9001 requirements. By adopting a customer-centric approach, organizations can differentiate themselves in competitive markets and foster lasting relationships with their customers.

Who Should Attend

This course is suitable for a wide range of professionals, including:

- Customer Service Managers
- Quality Assurance Managers
- Customer Service Representatives
- Individuals seeking to understand ISO 9001 and its implications for customer satisfaction

Course Objectives

By the end of this training course, participants will be able to:

- Apply techniques for conducting customer needs interviews.
- Design effective surveys to gather customer feedback.
- Identify areas requiring action based on customer feedback.
- Link customer satisfaction metrics to ISO 9001 requirements.
- Critique and improve existing survey methodologies.
- Write actionable customer satisfaction reports for decision-making.
- Develop a comprehensive customer satisfaction plan and determine optimal measurement timing.

Course Content

Customer Satisfaction and ISO 9001 Basics

- Understanding the core concepts of customer satisfaction.
- Overview of ISO 9001 and its relevance to customer service.
- Establishing a customer satisfaction framework aligned with ISO standards.

Survey Design and Implementation

- Essentials of crafting surveys and determining the right questions.
- Designing scales that match survey questions for accurate data collection.
- Best practices for deploying surveys effectively.

Data Analysis Techniques

- Analyzing qualitative and quantitative data from customer feedback.
- Employing statistics to ensure trustworthy data interpretation.
- Using data insights to drive organizational performance improvements.

Customer Complaint Management

- Designing or refining customer complaint systems for effective resolution.
- Strategies for analyzing complaints to identify trends and areas of improvement.
- Implementing customer service recovery strategies to enhance satisfaction.

Action Planning and Continuous Improvement

- Developing a customer satisfaction plan based on collected data.
- Setting SMART objectives for ongoing measurement and assessment.
- Celebrating successes and implementing changes for continuous improvement.