



Managing and Measuring Customer Satisfaction

Course Objectives:

- apply techniques in customer needs interviews
- design good surveys
- determine areas needing action
- link customer satisfaction and ISO 9001 requirements
- critique surveys
- write decision-friendly customer sat reports
- prepare a customer satisfaction plan
- determine when to measure customer satisfaction
- use data for improving organizational performance and profit

Course Outline :

- Customer Satisfaction & ISO 9001: 2000 basics
- Definition of Customer Satisfaction
- Go for the Gold: Target your Products/ Customers
- Write your Customer Satisfaction Plan
- Know the Essentials about Customer Surveys
- Design your Survey and Its Processes
- Word-craft your Questions
- Design your Scales to Match the Questions
- Use Statistics for Trustworthy Data
- Deploy the Surveys Appropriately
- Design or Refine your Customer Complaint System
- Analyze Qualitative Data
- Analyze Quantitative Data
- Act and Celebrate

