

## Measure your customer satisfaction, exploit their complaints



**QST-30 3 Days (21 Hours)**

### Description

To evaluate their quality performance, companies turn to their customers, the sole judges of the quality of their products or services. Thus, understanding customer expectations, measuring customer satisfaction, and dealing with their dissatisfaction, becomes an imperative for quality managers and customer service managers. Discover simple tools in this training that will help you revitalize your action around the voice of the customer, increase their loyalty rate and innovate intelligently!

### Who is this training for ?

#### For whom

Director, Quality Manager. Customer Relations Manager. Sales manager, product manager.

#### Prerequisites

None.

### Training objectives

- Acquire tools to establish a diagram of customer needs and construct and use a satisfaction survey.
- Process customer complaints effectively.

### Training program

#### Savoir écouter...

- The role of the customer in the quality process.
- Listening to the customer upstream and downstream of the services.

#### Construire une enquête de satisfaction

- Organize a qualitative study of customer needs face-to-face or in a focus group.
- Construct the customer expectations diagram.
- Qualify expectations by the Kano questionnaire.
- Build a satisfaction survey.
- Designing the questionnaire: measuring perceived quality.
- Working in relation to the competition.
- Digital solutions.

### Exploiter une enquête de satisfaction

- Format the results of the survey: construction of the company's performance grid (mapping). Identify priority areas for progress.
- Calculate the NPS (Net Promoter Score) and the CES (Customer Effort Service).
- Know how to evaluate the statistical precision of the results.

### Mettre en œuvre le traitement des réclamations

- Define what a complaint is.
- Ensure and centralize complaints, encourage your customers to express them. React urgently: security actions.
- The two degrees of response to customers: curative action to ensure a return to customer satisfaction and corrective action to avoid renewal a posteriori.
- The formalization of the treatment.

### Activités à distance

- Three e-learning modules "Problem-solving tools and methods. Go. A", "Problem solving tools and methods. Go. B" and "You and your client: objective listening".