Measure customer satisfaction

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SUP-57   2 Days (14 Hours)

Description

This training will show you how to evaluate the performance of your business through the prism of customer satisfaction. It will teach you how to design questionnaires and use them to improve customer relations.

Who is this training for ?

For whom

Quality managers, customer service managers, research managers, marketing or sales managers.

Prerequisites

Aucune

Training objectives

- Integrate customer satisfaction at the heart of the company
- Define the elements and measurement criteria
- Analyze and exploit the results

Training program

Comprendre la notion de satisfaction client

- Definitions: customer satisfaction, loyalty...
- The operating principles of the customer life cycle: quality, satisfaction and loyalty.
- What are the issues? for the company, the employees?
- The prerequisites, the methods of animation and communication, the key success factors of implementing this type of tool.
- L 'identification, analysis and importance of satisfaction and dissatisfaction factors.
- The introduction of the notion of attachment and the determinants of loyalty.

Mesurer la satisfaction

- When to measure: timing, frequency, seasonality...
- Who to interview: targets, contacts (BtoB, BtoC...).
- What method of collection preferred information: face-to-face, telephone, postal, Internet...
- Choose the sample and ensure its representativeness.
- Structure your questionnaire: choice of measurement scales, order and wording of questions...

Mettre en oeuvre des enquêtes

- Test and optimize your questionnaire.
- Brief the investigators: instructions to follow, errors to avoid...
- Monitor the progress of the survey : field monitoring.

Exploiter les résultats de l'étude

- Know how to deal with open questions: code plan, coding, semantic analyses...
- Choose the quantitative treatments to apply to the data.
- Choose synthetic indicators to build.
- Choose the angle of analysis: global, by customer target, by market, by service, by integrating financial data...
- Present the results: choice graphics, mappings...
- Define critical points on which to act, determine areas for improvement.
- Implement corrective actions: choice of tools and action plans ...