Creating Ultimate Customer Satisfaction Experience Through Research

- Do you have what it takes to consistently create the ultimate customer satisfaction experience?

- Do you want to learn how to enhance satisfaction levels using customer-focused research methods?

- Would you like to discover how research insights can help reduce churn, build loyalty, and grow revenue?

Introduction

Customer satisfaction is more than just a measure—it is the foundation of long-term business success. It signals loyalty, highlights at-risk customers, and serves as a powerful differentiator in competitive markets. Research into customer satisfaction provides valuable insights into how customers perceive their shopping or service experiences, enabling organisations to address pain points and refine their strategies. By analysing these perceptions, businesses can identify what drives loyalty, what causes churn, and how to create experiences that resonate with customers. This program equips participants with the tools and techniques to conduct meaningful customer satisfaction research and translate findings into actionable strategies. By mastering these skills, you will not only be able to improve service delivery but also create lasting customer relationships that fuel sustainable growth.

Program Objective

This program aims to:
- Expose participants to fundamental customer experience and customer satisfaction
- Provide knowledge to conduct customer satisfaction research
- Nurture skills to translate customer satisfaction research data into strategy

Learning Outcome

After completing this training, the participants should be able to:
- Conduct customer satisfaction research
- Create a marketing strategy based on customer satisfaction research data

Who should Attend?

This program is designed for a marketing executive, research executive, strategy executive, management team and senior management team who care about customer experience and customer satisfaction

Methodology
On-site Demo, Coaching and mentoring, discussion, lecturing, case study, presentation

Program Outline

Day One	
9:00am – 10:30am	**Customer Satisfaction and Customer Experience: A Review** In this module, participants would start to review the current data on customer satisfaction and customer experience. The participants need to present the current indicator and the current results of the customer satisfaction in the organisation. The participants need to identify the CSS.
10:30am - 11:00am	**Tea Break**
11:00am - 1:00pm	**Data Collection for Customer Satisfaction and Customer Experience** In this module, participants would start to review the methodology of data collection and ways to improve on the data of customer experience. The concept of 7Ps in service marketing would be exposed to this module.
1:00pm - 2:00pm	**Lunch**
2:00pm - 5:00pm	**Coaching and Mentoring for Conducting Customer Satisfaction and Customer Experience** This module would be conducted at the outlet/site for data collection. The participants would have role-played to do an in-depth interview with the customers. From the in-depth interview, the participants would undertake transcription. The quality of the transcription at the site would be performed for the continuous data collection. The participant would be supervised with real research at the site. In this module, participants would need to learn how to convert the findings of the research into the strategy.