

Mastering Customer Satisfaction Measurement and Analysis Training Course

8 – 12 March 2027
Baku

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Ref: 36342_25524 **Date:** 8 – 12 March 2027 **Location:** Baku **Fees:** 5000 Euro

Course Overview:

The course equips participants with advanced skills in measuring, managing, and enhancing customer satisfaction in public service sectors. It covers customer satisfaction measurement, service quality evaluation, and customer feedback management. The course also includes methods like customer journey mapping, satisfaction surveys, and customer insight techniques. Participants will gain insights into customer perceptions, expectations, and the SERVQUAL model, enabling them to effectively analyze customer satisfaction.

Target Audience:

- Public Service Managers
- Customer Service Directors
- Quality Assurance Officers
- Customer Insight Analysts
- Operations Managers
- Marketing Executives
- Government Officials

Targeted Organizational Departments:

- Public Relations
- Quality Assurance
- Customer Support
- Marketing & Sales
- Operations

Targeted Industries:

- Public Administration
- Healthcare Services
- Hospitality
- Telecommunications
- Retail and Consumer Services

Course Offerings:

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

- Measure customer satisfaction using various methods including satisfaction surveys, SERVQUAL, and feedback analysis.
- Implement strategies to manage customer satisfaction effectively in public services.
- Conduct customer journey mapping and improve public service satisfaction.
- Utilize customer segmentation analysis to better understand target markets.
- Apply mystery shopping techniques to assess service delivery performance.

Training Methodology:

The course features interactive training with case studies, group discussions, and real-world applications. Participants engage in customer journey mapping, role-playing for satisfaction surveys, and service quality evaluations. The course also includes hands-on activities such as mystery shopping simulations and focus group insights. Through interactive feedback sessions, participants analyze customer satisfaction data and apply customer insight techniques to develop actionable strategies for improving public service satisfaction and organizational performance.

Course Toolbox:

- ebooks covering customer satisfaction measurement and management strategies.
- Access to online resources on public sector service quality.
- Satisfaction survey templates.
- Case studies on managing customer feedback.
- Checklists for benchmarking service delivery performance.

Course Agenda:

Day 1: Understanding Customer Satisfaction and Public Service Dynamics

- **Topic 1:** The Changing Role of Public Services and the Citizen/Customer Relationship
- **Topic 2:** Why Manage Customer Satisfaction in Public Services?
- **Topic 3:** Different Faces of Citizens/Customers in Public Service Delivery
- **Topic 4:** Public vs. Private Service Delivery - Key Differences
- **Topic 5:** Service and Product Characteristics in Public Services
- **Topic 6:** Introduction to Customer Satisfaction Concepts and Models
- **Reflection & Review:** Reflect on the changing role of customers in public services and key takeaways from Day 1

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Day 2: Key Determinants of Customer Satisfaction and Service Quality

- **Topic 1:** Understanding Expectations and Perceptions in Customer Satisfaction
- **Topic 2:** The SERVQUAL Model for Service Quality Evaluation
- **Topic 3:** Determinants of Service Quality in Public Services
- **Topic 4:** Identifying and Measuring Key Satisfaction Factors
- **Topic 5:** How to Address Customer Expectations vs. Perceptions
- **Topic 6:** Impact of Quality Factors on Customer Satisfaction
- **Reflection & Review:** Review service quality measurement tools and determinants of satisfaction

Day 3: From Measurement to Management: Methods and Techniques

- **Topic 1:** From Satisfaction Measurement to Customer Satisfaction Management
- **Topic 2:** Methods for Measuring Customer Satisfaction Surveys, Focus Groups
- **Topic 3:** Customer Journey Mapping and Process Analysis
- **Topic 4:** Usability Testing and Feedback Analysis
- **Topic 5:** Mystery Shopping and Frontline Staff Insights
- **Topic 6:** Co-evaluation Techniques for Public Services
- **Reflection & Review:** Reflect on methods for measuring and managing satisfaction in public services

Day 4: Implementing Customer Satisfaction Strategies

- **Topic 1:** Co-production and Co-design in Public Service Delivery
- **Topic 2:** Citizen/Customer Panels and Engagement Strategies
- **Topic 3:** Using ICT to Gather Feedback and Improve Services
- **Topic 4:** Satisfaction Surveys and their Pros and Cons
- **Topic 5:** Benchmarking Public Service Satisfaction
- **Topic 6:** Building a Strategy for Continuous Service Improvement
- **Reflection & Review:** Evaluate strategies for engaging customers and improving service delivery

Day 5: Continuous Improvement and Long-Term Satisfaction Management

- **Topic 1:** Organizational Improvement through Customer Feedback
- **Topic 2:** Public Sector Service Improvement Strategies
- **Topic 3:** Enhancing Service Reliability and Responsiveness
- **Topic 4:** Using Citizen Charters for Service Accountability
- **Topic 5:** Managing Service Performance and Customer Expectations
- **Topic 6:** Ensuring Customer Loyalty through Service Quality
- **Reflection & Review:** Reflect on long-term strategies for managing and sustaining customer satisfaction

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How This Course is Different from Other Customer Satisfaction Courses:

This course offers a tailored approach to public sector satisfaction management, focusing on practical methods like the SERVQUAL model and customer journey mapping. It also includes hands-on techniques such as mystery shopping and co-design with customers. The program is designed for immediate real-world application and equips participants to effectively manage and enhance customer satisfaction in public services.