

Improving Customer Satisfaction: Monitoring Methods that Deliver Insights

Learn key concepts and current best practices that will help you plan and launch a successful customer satisfaction research program. Includes satisfaction versus loyalty, practical research options, plus how to avoid seven common challenges. Whether you are doing customer satisfaction research yourself, or will be managing an outsourced provider, this crash-course will prepare you for success.

1. Key Customer Satisfaction Concepts
2. Common Goals
3. Common Deliverables
 - a. Emerging Deliverables
4. Research Options
 - a. Quantitative versus Qualitative Research Options
5. Setting Your Customer Satisfaction Research Goals
 - a. 2 Types of Objectives
 - b. Examples of objectives stated as questions
 - c. Examples of objectives stated as hypotheses
6. Identifying Research Application Objectives
 - a. 5 common examples
7. Strategic Thinking about Frequency
8. Practice Case Study: What Would You Recommend?
9. 7 Common Challenges & How to Overcome Them
 - a. Challenge #1: Too Much Data
 - b. Challenge #2: List issues
 - c. Challenge #3: Delivering “bad news”
 - d. Challenge #4: Fear of Taking Action
 - e. Challenge #5: Self-reported Satisfaction Risks



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- f. Challenge #6: Predicting Desirable Behavior
- g. Challenge #7: Inactionable Data
- 10. Choosing A Market Research Agency for Your Customer Sat Program (if applicable)
- 11. Wrap-up

Class availability and content subject to change. For the most current information, please contact Sales@ResearchRockstar.com.