London TDM

Customer Service and Sales Training Courses

Course Venue: United Arab Emirates - Dubai

Course Date: From 15 March 2026 To 19 March 2026

Course Place: Downtown Dubai

Course Fees: 5,000 USD

Introduction

In today's competitive marketplace, understanding and measuring customer satisfaction and feedback is crucial for business success. This professional course is designed to equip participants with the skills and methodologies necessary to effectively gauge customer satisfaction levels and leverage customer feedback for strategic improvements. Over the span of five days, attendees will explore various tools and techniques, engage in practical exercises, and share insights on best practices in customer satisfaction measurement.

- Understand the importance of customer satisfaction and its impact on business success.
- Learn various methods and tools to measure customer satisfaction.
- Analyze and interpret customer feedback effectively.
- Develop strategies for improving customer satisfaction.
- Implement a customer feedback loop for continuous improvement.

Course Outlines

Day 1: Introduction to Customer Satisfaction

- Overview of Customer Satisfaction
- Importance of Measuring Customer Satisfaction
- Theories and Models of Customer Satisfaction
- Identifying Key Satisfaction Metrics
- Practical Exercise: Customer Satisfaction Survey Design

Day 2: Tools and Techniques for Measuring Customer Satisfaction

- Survey Design and Implementation
- Net Promoter Score (NPS)
- Customer Satisfaction Score (CSAT)
- Customer Effort Score (CES)
- Workshop: Selecting the Right Measurement Tools

Day 3: Analyzing and Interpreting Customer Feedback

- Data Collection and Management
- Qualitative vs Quantitative Feedback
- Sentiment Analysis Techniques
- Identifying Trends and Patterns in Feedback
- Case Study: Analyzing Real Feedback Data

Day 4: Developing Strategies to Improve Customer Satisfaction

- Feedback Loop and Continuous Improvement
- Actionable Insights and Implementation
- Setting Realistic Satisfaction Improvement Goals
- Collaboration Across Departments
- Group Activity: Creating a Customer Satisfaction Plan

Day 5: Implementing a Customer Feedback Loop

- Building a Customer-Centric Culture
- Engaging Customers for Ongoing Feedback
- Technologies and Platforms for Feedback Management
- Measuring the Impact of Satisfaction Initiatives
- Final Project: Developing a Comprehensive Feedback System