

## Measuring Customer Satisfaction

### Course Description:

Whether as a key element of your Quality Management System, or just as a part of doing good business, monitoring and measuring your customers' satisfaction is critically important to the success of your organization. Planned contact with the customer can also be one of the best marketing tools or "needs determination" opportunities.

This workshop will emphasize the need for everyone in the organization to have an "opportunities" mentality. It also clarifies the importance of determining what to measure, and how to go about establishing and monitoring key measurables.

### Learning Objectives:

Upon completion of this workshop, participants will be able to:

- Understand the difference between measuring process vs. measuring results.
- Identify what to measure.
- Construct a questionnaire.
- Measure and evaluate your success.
- Understand both internal and external customer needs and how to link organizational objectives to those identified needs.
- Manage customer relationships and maintain a balanced approach between satisfying customers and other interested parties.
- Use "Customer Surveys" and "User Surveys" to gain feedback on aspects of products, customer requirements, and contract information.
- Determine market needs and target your client group.

### Who Will Benefit:

This interactive workshop is ideally suited for those in the organization who have the responsibility to determine and monitor Customer Satisfaction.

### Location

On-Site

### Duration

One (1) Day

#### Cancellation Policy

An administration fee will be charged for cancellations less than 14 days prior to the course date. Substitutions will be permitted at any time. Course transfers may be made without penalty. The BRC reserves the right to cancel any seminar and will, in such event, fully refund all registration fees. No liability is assumed by the organizers for changes in seminar dates, content, speakers or venue.