

Training Charter : Customer Satisfaction

Duration : 24 Hours

Training Methodology:

1. **Role-Playing Exercises:** Participants will engage in simulated scenarios and role-plays relevant to the training content. This hands-on approach allows for practical application of skills and immediate feedback from peers and facilitators.
2. **Interactive Presentations:** Engaging presentations incorporating multimedia elements, interactive polls, and quizzes will be used to deliver key concepts. This interactive approach enhances engagement and comprehension.
3. **Case Studies and Group Discussions:** Real-life case studies and group discussions will be utilized to analyze complex scenarios and explore solutions collaboratively. This fosters critical thinking and problem-solving skills.
4. **Peer Feedback and Reflection:** Participants will have opportunities to provide and receive constructive feedback from their peers, promoting a supportive learning environment and continuous improvement.
5. **Video Analysis:** Recorded video clips of role-plays and presentations will be reviewed to assess participants' performance, identify areas for improvement, and facilitate self-reflection.
7. **Action-Oriented Learning:** Throughout the training, participants will be encouraged to set actionable goals and apply newly acquired skills in their professional roles. This approach ensures practical application and transfer of learning.

1. Introduction to Customer Satisfaction:

- Definition and importance of customer satisfaction metrics like Net Promoter Score (NPS) and Customer Satisfaction Score (CSAT).
- Link between customer satisfaction and business success, including repeat business, customer loyalty, and positive word-of-mouth.
- TED Talk: "The Happy Secret to Better Work" by Shawn Achor, discussing the link between happiness and productivity in customer-facing roles.
- Theory: Maslow's Hierarchy of Needs, explaining how fulfilling customers' higher-level needs leads to greater satisfaction and loyalty.

2. Understanding Customer Needs and Expectations:

- Methods for gathering customer feedback, such as surveys, interviews, and social media monitoring.
- Techniques for analyzing customer data to identify trends and preferences.

- Segmenting customers based on demographics, behavior, and preferences to better meet their needs.
- Concept: Customer Journey Mapping to understand the various touchpoints and interactions customers have with a business.

3. Effective Communication Skills:

- Handling difficult conversations and de-escalating tense situations with upset customers.
- Adapting communication styles to different customer personalities and preferences.
- TED Talk: "Your Body Language Shapes Who You Are" by Amy Cuddy, exploring how body language impacts communication and customer perceptions.
- Theory: Active Listening techniques, such as paraphrasing and clarifying, to demonstrate empathy and understanding during customer interactions.
- Concept: Emotional Intelligence and its role in fostering positive customer interactions.

4. Problem-Solving and Conflict Resolution:

- Root cause analysis techniques to identify underlying issues behind customer complaints.
- Empowering frontline employees with the authority and resources to resolve customer issues promptly.
- Strategies for turning negative experiences into positive ones through effective resolution.
- Concept: Service Recovery Paradox and how exceeding customer expectations after a service failure can lead to increased satisfaction and loyalty.

5. Building Rapport and Trust:

- Personalizing interactions based on customer history, preferences, and past interactions.
- Leveraging storytelling and social proof to build trust and credibility.
- TED Talk: "The Power of Vulnerability" by Brené Brown, discussing the importance of authenticity and vulnerability in building trust with customers.
- Theory: Social Exchange Theory, highlighting how reciprocal exchanges of trust and respect foster strong relationships between businesses and customers.
- Concept: Customer Advocacy and how loyal customers can become brand ambassadors, driving referrals and positive word-of-mouth.

6. Managing Customer Expectations:

- Setting clear expectations around product features, pricing, delivery times, and support channels.
- Educating customers about product capabilities and limitations to prevent misunderstandings.
- Communicating proactively about any changes or delays that may impact the customer experience.
- Concept: Overpromising vs. Underpromising and the importance of managing customer expectations realistically.

7. Feedback and Continuous Improvement:

- Implementing a closed-loop feedback process to ensure that customer feedback is acted upon.
- Encouraging frontline employees to share customer insights and ideas for improvement.

- TED Talk: "The Power of Feedback" by Joe Hirsch, exploring how feedback fuels personal and organizational growth.
- Theory: Kaizen (Continuous Improvement), emphasizing the value of small, incremental changes based on customer feedback to drive continuous improvement.
- Concept: Voice of the Customer (VoC) programs and their role in capturing, analyzing, and acting upon customer feedback systematically.