

## **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.