

# Measuring Customer Satisfaction and Complaint Handling

**“Diagnose the Real Drivers of Customer Loyalty and Defection”**

24th - 25th January 2019  
JW Marriott Hotel, Kuala Lumpur, Malaysia

## Major Benefits Of Attending – You Will Be Able To:

- **UNDERSTAND** how you can design surveys to find out how well your products meet customers' needs or how satisfied they are with different aspects of the service you offer
- **ASK** your customers for their views on your company's products and performance indicates that you're prepared to listen to customers and take account of their views
- **DISCOVER** by sharing the results of a customer satisfaction survey with your employees, you can build an understanding of company operations from the customers' perspective
- **REDUCE** the risk of your customers defecting to competitors. Customer satisfaction levels have an impact on your ability to retain customers
- **DETERMINE** your company's strengths and weaknesses from your customers' perspective by analysing the responses from a customer satisfaction survey. Focus on areas of your business that achieve very low satisfaction scores and prioritize improvement programs so that you can remedy any serious problems in those areas
- **APPLY** customer insights to gain a better understanding of your customers' requirements and concerns so that you improve your products and your standards of service in line with customers' needs
- **REALIZE** that a single satisfaction survey gives you a snapshot of customers' views at a given point of time. By conducting a number of surveys over a period of time, you can measure (KPIs) the results of any improvement programs you have undertaken

## Why you Should Attend?

Keeping customers loyal and reducing the risk of customers defecting to competitors are essentials to long-term success of your business.

Attending the workshop you will learn different and great tools to drive communication between you and your customers that would eventually lead the company to improve the way they service customers, the global level of satisfaction and how to launch/ market products to better exceed customer expectations.

It is a great opportunity to stand out and contribute to your company success.

The higher the level of satisfaction you can achieve, the more likely you are to retain you customer and convert them into new promoters.

**DO NOT MISS** the opportunity to learn more and master:

- ✓ How valuable **FEEDBACK** can help your company
- ✓ How **LISTENING** to your customers from different channels can immediately give you quick-win opportunities to improve their experience
- ✓ The benefits from **UNDERSTANDING** a company's operations from the customers' perspective
- ✓ How to **PRIORITIZE** and **FOCUS** on areas of your business that matters most to customers
- ✓ How **RETENTION** is close related to levels of customer satisfaction and how small changes on customer pain points could positively impact revenues
- ✓ Best Practices and setting **PROGRESS** Monitoring Goals for improving company performance

## Who Should Attend?

This workshop will prove particularly worthwhile for CEOs, VPs, Directors, Head of Departments, Managers and other professionals responsible for:

- ✓ Customer Service / Relations
- ✓ Customer Insights
- ✓ Customer Analytics
- ✓ Customer Intelligence
- ✓ Corporate Service / Relations
- ✓ Customer Relationship Management
- ✓ Complaints Handling and Resolution
- ✓ Branding
- ✓ Marketing Intelligence
- ✓ Sales and Marketing
- ✓ Business Planning and Development
- ✓ Business Process and Operations
- ✓ Product Management and Development

Organized by: \_\_\_\_\_

