

# Customer Satisfaction Course

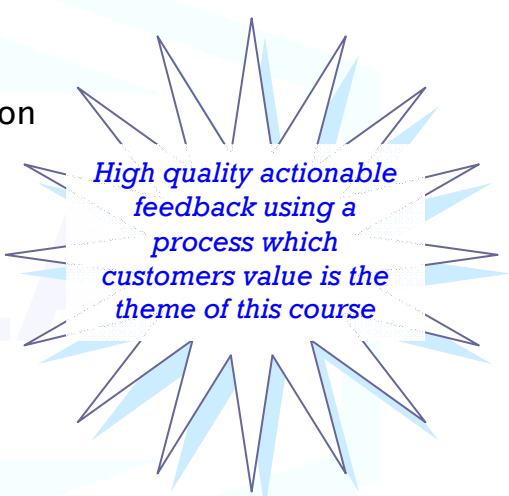
## Suitable for

Those responsible for:

- measuring and improving customer satisfaction in a business to business environment
- utilising customer feedback to drive improvement initiatives
- benchmarking performance and identifying best practice

## Content

- Customer satisfaction measurement techniques
- Setting the objectives
- Identifying the best techniques for your organisation
  - Response rates
  - Quality of feedback
- Customer satisfaction and Customer Relationship Management
- Designing the process
- Utilising the feedback
- Internal and external communications
- Repeating the process



*High quality actionable feedback using a process which customers value is the theme of this course*

## Certificate

A Batalas certificate for those who successfully complete all elements of the course.

## Format of course

Tutor led sessions interspersed with individual and team based exercises.

## Duration

1 day

## What to do next

For dates, venues and costs please go to our website: [www.batalas.co.uk](http://www.batalas.co.uk) or contact an advisor on 0870 750 4400.

## Associated courses

- Process Improvement
- ISO 9001 Foundation
- ISO 9001 Lead Auditor
- Six Sigma
- Problem Solving
- ISO 9001 Internal Auditing
- Value Stream Mapping