



Customer Satisfaction and Loyalty



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Meirc
Training & Consulting

Why Attend

This course fits comfortably between two categories: customer service and marketing. Have you ever wondered what makes some organizations shine in the hearts and minds of customers, achieve the highest levels of customer delight and at the same time generate record profits? In this course we blend customer service and marketing to give a practical insight into the workings of such successful organizations. We cover concepts such as customer satisfaction and loyalty, customer segmentation, profitability, customer satisfaction surveys, the customer value proposition and loyalty schemes, to help you create a roadmap that will take your organization to new heights.

Course Methodology

This course relies on presentations by the consultant followed by written or oral questions as well as case studies and analysis of real industry examples, application exercises to practice the concepts acquired and the development by participants of survey questionnaires in addition to other group presentations and exercises.

Course Objectives

By the end of the course, participants will be able to:

- Explain customer satisfaction, retention and loyalty and measure them in a meaningful and systematic way
- Defend the use of a profitability dimension to any customer loyalty strategy
- Arrange, plan and manage impactful customer satisfaction surveys
- Define customer segments, profiles and models for maximum strategic as well as tactical impact
- Create 'customer value propositions' that work
- Develop effective loyalty schemes: know what to avoid and how to improve them

Target Audience

All marketing staff at any level in the organization, Customer Relationship Management (CRM) departments, market research, loyalty scheme managers and supervisors, product managers, business unit managers, sales managers and supervisors, customer care managers and supervisors, analysts and any interested decision maker, department head or supervisor.

Target Competencies

- Customer orientation
- Balanced decision making
- Results orientation
- Understanding prospect's motivation
- Integrative ability
- Problem and situation analysis

Course Outline

- Key definitions
 - Customer satisfaction, retention, loyalty and delight
 - Levels of loyalty
 - Customer satisfaction and loyalty
 - Customer delight
- Key loyalty measurements
 - Customer Satisfaction Index (CSI) and Customer Retention Rate (CRR)
 - Profit impact of CRR
 - Customer life expectancy
 - Customer loyalty index
- Loyalty and profits
 - The cost of loyalty
 - Generally Accepted Accounting Principles (GAAP) shortfall



- Activity Based Costing (ABC)
- Customer profitability and the whale curve
- Customer profitability at best practice companies
- The strategy quadrants
- Customer satisfaction surveys
 - Surveys and questionnaires
 - Objective of the survey
 - Population of interest
 - Writing the questions
 - Sampling methods
 - Administration and analysis
 - Customer surveys guidelines
 - Different survey metrics
 - Types of satisfaction surveys: transactional versus image-based satisfaction surveys
 - Who and what to measure
 - How to ask
 - Loyalty components
 - The importance of demographics
- Segmenting your customers
 - Attitudinal and behavioral dimensions
 - Demographic variables, consumer and business
 - Customer profiling
 - Customer modeling
 - Types of business customers (B2B)
- Key to loyalty: a 'customer value proposition' that works
 - The value proposition: definitions
 - Why a value proposition
 - Building the value proposition
 - Articulating the value proposition
 - The strong value proposition: conclusion
- Customer loyalty and loyalty schemes
 - How to foster loyalty
 - The 6 Ps of customer loyalty
 - The two tier approach
 - The laws of customer loyalty
 - Loyalty schemes: background and justification
 - Loyalty schemes: what to avoid
 - Types of loyalty programs
 - Reasons to join
 - Different loyalty schemes
 - Rewards and perceived value
 - Maximizing the results



Location & Date

9 - 13 Aug, 2020

English

Dubai

To be assigned

Fees: US\$ (including coffee breaks and a buffet lunch daily)

Per participant - 2019

US\$ 4800

Per participant - 2020

US\$ 4900

Fees + VAT as applicable

UAE Tax Registration Number 100239834300003



Courses in Customer Service

Dates	Course Name	Language	Location	Fees
25 - 29 Aug, 2019	The Customer Complaint System: A Tool for Customer Service Improvement	English	Dubai	US\$ 4900
8 - 12 Sep, 2019	Customer Service Management	English	Dubai	US\$ 4900
22 - 26 Sep, 2019	Excellence in Customer Service (Advanced)	Arabic	Dubai	US\$ 4900
6 - 10 Oct, 2019	Customer Service Workshop	Arabic	Dubai	US\$ 4900
20 - 24 Oct, 2019	Certified Customer Service Professional	English	Dubai	US\$ 5200
3 - 7 Nov, 2019	Customer Service Management	Arabic	Dubai	US\$ 4900
17 - 21 Nov, 2019	Excellence in Customer Service (Advanced)	English	Dubai	US\$ 4900
1 - 5 Dec, 2019	The Customer Complaint System: A Tool for Customer Service Improvement	Arabic	Dubai	US\$ 4900
15 - 19 Dec, 2019	Certified Customer Service Professional	Arabic	Dubai	US\$ 5200
5 - 9 Jan, 2020	The Customer Complaint System: A Tool for Customer Service Improvement	Arabic	Dubai	US\$ 5200
19 - 23 Jan, 2020	Excellence in Customer Service (Advanced)	English	Dubai	US\$ 5200
9 - 13 Feb, 2020	Certified Customer Service Professional	Arabic	Dubai	US\$ 5200
23 - 27 Feb, 2020	Customer Service Management	Arabic	Dubai	US\$ 5200
8 - 12 Mar, 2020	The Customer Complaint System: A Tool for Customer Service Improvement	Arabic	Dubai	US\$ 5200
22 - 26 Mar, 2020	Certified Customer Service Professional	English	Dubai	US\$ 5200
5 - 9 Apr, 2020	Excellence in Customer Service (Advanced)	Arabic	Dubai	US\$ 5200
14 - 18 Jun, 2020	The Customer Complaint System: A Tool for Customer Service Improvement	English	Dubai	US\$ 5200
12 - 16 Jul, 2020	Excellence in Customer Service (Advanced)	Arabic	Dubai	US\$ 5200
23 - 27 Aug, 2020	Certified Customer Service Professional	Arabic	Dubai	US\$ 5200
6 - 10 Sep, 2020	The Customer Complaint System: A Tool for Customer Service Improvement	Arabic	Dubai	US\$ 5200
20 - 24 Sep, 2020	Excellence in Customer Service (Advanced)	English	Dubai	US\$ 5200
4 - 8 Oct, 2020	Customer Service Management	Arabic	Dubai	US\$ 5200
18 - 22 Oct, 2020	Certified Customer Service Professional	English	Dubai	US\$ 5200
8 - 12 Nov, 2020	Excellence in Customer Service (Advanced)	Arabic	Dubai	US\$ 5200
29 Nov - 3 Dec, 2020	Customer Service Management	English	Dubai	US\$ 5200
6 - 10 Dec, 2020	The Customer Complaint System: A Tool for Customer Service Improvement	Arabic	Dubai	US\$ 5200
20 - 24 Dec, 2020	Certified Customer Service Professional	Arabic	Dubai	US\$ 5200



Meirc Timeline

