MERCURY

# Customer Satisfaction & Loyalty Course

26 – 30 July 2027
Nairobi (Kenya)



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# Customer Satisfaction & Loyalty Course

**Ref:** 9326_1060990 **Date:** 26 – 30 July 2027 **Location:** Nairobi (Kenya) **Fees:** 5300 Euro

## Introduction:

This customer satisfaction, relationship, and loyalty 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 customer satisfaction, relationship, and loyalty course, we blend customer service and marketing to give a practical insight into the workings of such successful organizations.

In this customer satisfaction, relationship, and loyalty training, we will cover customer satisfaction and loyalty, customer segmentation, profitability, customer satisfaction surveys, customer value proposition, and loyalty schemes to help you create a roadmap that will take your organization to new heights.

## Targeted Groups:

- Marketing Staff.
- Customer Relationship Management CRM Departments.
- Market Researcher.
- Loyalty Scheme Managers and Supervisors.
- Product Managers.
- Business Unit Managers.
- Sales Managers and Supervisors.
- Customer Care Managers and Supervisors.
- Analysts.

## Course Objectives:

At the end of this customer satisfaction, relationship, and loyalty course, the participants will be able to:

- Explain customer satisfaction, retention, and loyalty and measure them meaningfully and systematically.
- 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 and tactical impact.
- Create 'customer value propositions' that work.
- Develop effective loyalty schemes: know what to avoid and how to improve them.

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## Targeted Competencies:

At the end of this customer satisfaction, relationship, and loyalty training, the participant's competencies will be able to improve:

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

## Understanding the Customer Satisfaction and Loyalty Course:

Customer satisfaction is the cornerstone of building customer loyalty within any business. Customers who are satisfied with their experiences exhibit loyalty towards a brand or company. This course delves into what precisely leads to customer satisfaction and loyalty, exploring the factors contributing to positive customer experiences.

Improving customer satisfaction and loyalty requires a nuanced understanding of customer needs, preferences, and expectations. By addressing these aspects effectively, businesses can strengthen the customer satisfaction-loyalty relationship, fostering repeat business and long-term loyalty.

The course explores the benefits associated with customer satisfaction and loyalty, highlighting how these factors contribute to increased customer retention, positive word-of-mouth referrals, and overall business growth. It underscores the direct relationship between customer satisfaction and loyalty, emphasizing that satisfied customers will likely become loyal brand advocates.

Measuring customer satisfaction and loyalty is a crucial aspect covered in this course, outlining various methods and tools to accurately gauge customer sentiment and loyalty levels. By understanding these metrics, businesses can identify areas for improvement and tailor strategies to enhance customer experiences.

Participants will also learn practical techniques for improving customer loyalty and satisfaction, such as enhancing customer service, personalizing interactions, and effectively leveraging customer feedback. These strategies aim to increase customer satisfaction and loyalty rates, benefiting businesses' bottom lines.

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The importance of customer satisfaction and loyalty cannot be overstated. Satisfied and loyal customers contribute significantly to business success by driving sales, reducing customer churn, and strengthening brand reputation. Businesses can create sustainable competitive advantages in their respective markets by enhancing customer satisfaction and fostering customer loyalty.

## Course Content:

### Unit 1: Key Definitions:

- Customer satisfaction, retention, loyalty, and delight.
- Levels of loyalty.
- Customer satisfaction and loyalty.
- Customer Delight.

### Unit 2: Key Loyalty Measurements:

- Customer Satisfaction Index CSI and Customer Retention Rate CRR.
- Profit impact of CRR.
- Customer life expectancy.
- Customer loyalty index.

### Unit 3: 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.

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## Unit 4: Customer Satisfaction Surveys:

- Surveys and questionnaires.
- The objective of the survey.
- Population of interest.
- Writing the questions.
- Sampling methods.
- Administration and analysis.
- Customer survey 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.

## Unit 5: Segmenting Your Customers:

- Attitudinal and behavioral dimensions.
- Demographic variables, consumer and business.
- Customer profiling.
- Customer modeling.
- Types of business customers B2B.

## Unit 6: 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.

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## Unit 7: Customer Loyalty and Loyalty Schemes:

- How do we 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.

## Conclusion:

This customer satisfaction, relationship, and loyalty course provides a comprehensive understanding of the customer satisfaction-loyalty relationship, equipping participants with actionable insights and strategies to cultivate enduring customer relationships and achieve business growth.