



Advanced Customer Experience Survey Design and Analysis Course

25 – 29 January 2027
Johannesburg (South Africa)



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Ref: 16201_1069227 **Date:** 25 – 29 January 2027 **Location:** Johannesburg (South Africa) **Fees:** 5300 Euro

Introduction:

This Advanced Customer Experience Survey Design and Analysis course in customer experience survey design and analysis responds to the need of advanced institutions for professional tools in designing and analyzing customer experience surveys. Understanding customer expectations and analyzing their impressions are fundamental pillars for improving service quality and enhancing institutional performance.

The Advanced Customer Experience Survey Design and Analysis program equips participants with the scientific methodologies and practical tools to design accurate and effective surveys. It focuses on analyzing the data resulting from these surveys and extracting actionable indicators. They will learn about the latest techniques in gathering customer opinions using technical tools and analytical methodologies.

The Advanced Customer Experience Survey Design and Analysis training course, which focuses on customer experience survey design and analysis, provides an integrated, practical framework that helps institutions make informed decisions based on real data. Ultimately, this training course is an ideal choice for leaders in customer service, marketing, and institutional development.

Targeted Groups:

The Advanced Customer Experience Survey Design and Analysis training targets individuals and professionals seeking to acquire knowledge and skills:

- Customer Experience Managers and Officers.
- Quality and Customer Service Officers.
- Marketing and Market Research Experts.
- Data Analysts in Service Departments.
- Consultants in Institutional Performance Development.
- Officers of Institutional Innovation and Digital Transformation.
- Researchers in Customer Satisfaction and Expectations.
- Employees in Contact Centers and Technical Support.
- Managers of Governmental and Private Service Development Units.
- Members of Teams Assigned to Measuring Performance Indicators.

Training Course Objectives:

By the end of this Advanced Customer Experience Survey Design and Analysis course, participants will be able to:

- Design customer experience surveys that consider accurate phrasing.
- Select the most suitable question types based on the research objective.
- Analyze survey data and interpret results accurately.
- Formulate measurable and trackable performance indicators.
- Utilise advanced electronic tools for distributing surveys.
- Develop skills in constructing closed, open, and weighted questions.
- Improve participants' ability to collect qualitative and quantitative data.
- Employ analysis results to improve the customer experience.
- Build development plans based on customer feedback.
- Evaluate the effectiveness of current satisfaction measurement tools.
- Differentiate between statistical biases and how to address them.
- Use pivot tables and charts for presentation.
- Develop professional reports to present the results of surveys.
- Link survey analysis results to the institution's strategic goals.
- Understand the relationship between survey design and customer emotional engagement.
- Enhance data-driven decision-making skills.

Targeted Competencies:

Participants will acquire the following competencies through the Advanced Customer Experience Survey Design and Analysis program:

- Mastery of designing satisfaction and experience measurement tools.
- Understanding customer behavior and analyzing their trends.
- Applying statistical skills in results analysis.
- Developing analytical reports that illustrate actionable insights.
- Handling technical tools for measuring customer experience.
- Improving communication skills based on customer data.
- Applying quality and institutional development concepts.
- Using graphical analysis techniques effectively.
- Enhancing proficiency in making data-driven decisions.

Training Course Content:

Unit 1: Introduction to Customer Experience and Its Institutional Importance:

- Definition of customer experience and distinction from customer satisfaction.
- Importance of measuring customer experience to improve services.
- Evolution of customer experience measurement tools globally.
- Review of Global Models in Customer Experience Measurement.
- The relationship between customer experience and institutional sustainability.
- Determinants of customer experience across different channels.
- How to build an organizational culture based on customer experience.
- Understanding the customer journey stages and linking them to surveys.
- Difference between momentary and continuous surveys.

Unit 2: Principles and Fundamentals of Customer Experience Survey Design:

- Steps to prepare an effective survey.
- Types of questions: closed, open, and rated.
- Choosing the type of scale Likert, numerical, symbolic, etc..
- Characteristics of a good question and measuring potential biases.
- Distribute questions to ensure ongoing participation.
- Designing short and effective surveys for the highest response rate.
- Using visual methods in survey design.
- Avoiding compound and misleading questions.
- Samples of approved international and commercial surveys.

Unit 3: Strategies for Survey Distribution and Achieving High Response Rates:

- Digital distribution tools email, direct links, QR codes.
- Techniques to increase customer response rates.
- Psychological factors influencing customer responsiveness.
- Timing of sending surveys and their impact.
- Directing questions to the target group appropriately.
- Segmenting customers according to provided services.
- Automation techniques for distribution and performance monitoring.
- Tools for tracking responses and analyzing behavior.
- Managing participant data and preserving privacy.

Unit 4: Analysis of Customer Experience Survey Data:

- Methods for collecting and organizing data.
- Descriptive and statistical analysis tools.
- Analysis of trends, ratios, and frequencies.
- Handling incomplete or distorted data.
- Using Excel, Google Forms, and Power BI in analysis.
- Designing interactive charts and reports.
- Classifying customers according to survey results.
- Deriving performance indicators and evaluating improvements.
- Studying the relationship between indicators and the provided service.

Unit 5: Transforming Survey Results into Strategic Decisions:

- Building interactive reports for decision-makers.
- Linking survey outputs to operational goals.
- Designing service improvement plans based on analysis.
- Periodic follow-up and updating of measurement surveys.
- Managing customer experience development projects based on feedback.
- Preparing performance indicator dashboards KPIs based on results.
- Enhancing customer loyalty through interaction with feedback.
- Using results in marketing campaigns and internal improvement.
- Adopting a culture of continuous interaction with customer data.

Course Summary and Recommendations:

This course offers an advanced and comprehensive framework for developing professional skills in designing and analyzing customer experience surveys. It enables participants to gain a deep understanding of customer behavior and build accurate tools that help improve performance. It recommends the continuous utilization of analysis results to develop a distinctive service environment. It encourages the integration of technology and artificial intelligence tools to enhance the customer experience.