



corporate training options

Customer Satisfaction

Overview & Learning Outcomes

Upon successful completion of this course you should be able to:

- Understand what truly drives customer satisfaction in your industry
- Identify and eliminate common satisfaction pain points
- Create service standards that consistently meet or exceed expectations
- Use customer feedback effectively to drive improvements
- Measure satisfaction accurately and act on the insights
- Handle service failures and complaints in ways that restore satisfaction
- Build a customer-centric culture focused on satisfaction outcomes

Prerequisites

There are no pre-requisites for this course.

Duration:

1 Day

Courseware:

High quality learning materials are available for purchase by participants.

Corporate Training Options

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Training Course Outline

Understanding Customer Satisfaction

What customer satisfaction really means - beyond the survey score
The business case: Why Satisfaction drives retention, referral and reduced cost-to-serve
The satisfaction-loyalty gap - why satisfied customers still leave
Common measurement traps - when metrics mislead

The Customer Expectation Equation

Understanding the gap between expectations and experience
Where expectations come from - and why they keep rising
Identifying "moments that matter" in the customer journey
Mapping your customer journey to find hidden satisfaction risks

From Data to Insight

Moving beyond NPS, CSAT and CES - what the numbers don't tell you
Asking the right questions to uncover the "why" behind the score
Turning customer feedback into actionable insight
Identifying patterns and root causes, not just symptoms

The Service Recovery Advantage

Why complaints are opportunities, not just problems
The service recovery paradox - turning dissatisfaction into loyalty
A framework for resolving issues that rebuilds trust
De-escalation strategies for difficult or emotional interactions

Exceeding (Not just Meeting) Expectations

The difference between adequate service and exceptional service
Strategies for creating "delight moments" without overpromising
Personalisation at scale - making customers feel known
Consistency - why one bad experience can undo ten good ones

Building a Systematic Approach

Embedding satisfaction thinking into everyday processes
Creating feedback loops that drive continuous improvement
Aligning teams around shared satisfaction goals
Tools and frameworks for ongoing monitoring and action

The Role of the Individual

How every team member influences satisfaction - not just "customer-facing" roles
Building a customer-first mindset across the organisation
Emotional intelligence and empathy as satisfaction drivers
Taking ownership - what "I" can do today to improve satisfaction

Sustaining the Strategy

Creating a satisfaction action plan for your role/team
Setting realistic, measurable improvement goals
Tracking progress without losing sight of the human element
Building a culture where satisfaction is everyone's responsibility

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