

QUALITY & OPERATIONAL EXCELLENCE | COURSE BROCHURE

Customer Satisfaction Measurement

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Measuring customer satisfaction accurately is the foundation for improving products and services. This course covers satisfaction measurement: defining what to measure, survey methods, NPS, CSAT and CES, sampling, analysis of drivers, closing the loop with customers and linking satisfaction to business results.

Many satisfaction surveys produce numbers but no action. You will learn to measure in ways that drive real improvement.

Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

Course methodology

Survey design exercises, driver analysis practice, case studies and action planning.

Course objectives

By the end of this course, participants will be able to:
- Define customer satisfaction measures
- Choose suitable survey methods
- Apply NPS, CSAT and CES correctly
- Analyse drivers of satisfaction
- Close the loop with customers
- Link satisfaction to business outcomes

Target audience

This course is suitable for:
- Quality and customer experience managers
- Marketing and research staff
- Service managers
- Contact centre managers
- Business analysts



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Target competencies

Participants will develop competencies in:

- Measurement design
- Survey methods
- Driver analysis
- Closing the loop
- Business linkage

Course outline

Day 1: Measuring Satisfaction

09:00–10:08	Why measure
10:08–11:00	Metrics overview
11:00–11:30	**Coffee break**
11:30–11:45	Metrics overview (continued)
11:45–12:53	Pitfalls
12:53–14:00	Exercise

Day 2: Methods

09:00–10:08	Survey channels
10:08–11:00	Timing
11:00–11:30	**Coffee break**
11:30–11:45	Timing (continued)
11:45–12:53	Sampling
12:53–14:00	Workshop

Day 3: Metrics

09:00–10:08	NPS
10:08–11:00	CSAT
11:00–11:30	**Coffee break**



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11:30–11:45	CSAT (continued)
11:45–12:53	Customer effort score
12:53–14:00	Exercise

Day 4: Analysis

09:00–10:08	Driver analysis
10:08–11:00	Text feedback
11:00–11:30	**Coffee break**
11:30–11:45	Text feedback (continued)
11:45–12:53	Segmentation
12:53–14:00	Case study

Day 5: Action

09:00–10:08	Closing the loop
10:08–11:00	Improvement plans
11:00–11:30	**Coffee break**
11:30–11:45	Improvement plans (continued)
11:45–12:53	Business results
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (GBP)
Istanbul Confirmed dates	9 Nov 2026	13 Nov 2026	**£2,650.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**£1,250.–**
Vienna Confirmed dates	23 Nov 2026	27 Nov 2026	**£2,940.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**£1,250.–**
Rome Confirmed dates	14 Dec 2026	18 Dec 2026	**£2,450.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**£1,250.–**
London Confirmed dates	18 Jan 2027	22 Jan 2027	**£2,450.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**£1,250.–**
Dubai Confirmed dates	8 Feb 2027	12 Feb 2027	**£3,150.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**£1,250.–**
Vienna Confirmed dates	1 Mar 2027	5 Mar 2027	**£2,940.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	15 Mar 2027	19 Mar 2027	**£1,450.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**£1,250.–**
Rome Confirmed dates	5 Apr 2027	9 Apr 2027	**£2,450.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**£1,250.–**
Cape Town Confirmed dates	26 Apr 2027	30 Apr 2027	**£1,890.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Amsterdam Confirmed dates	17 May 2027	21 May 2027	**£2,540.–**
Online Confirmed dates	17 May 2027	21 May 2027	**£1,250.–**
Frankfurt Confirmed dates	7 Jun 2027	11 Jun 2027	**£2,650.–**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**£1,250.–**
London Confirmed dates	21 Jun 2027	25 Jun 2027	**£2,450.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,250.–**
Rome Confirmed dates	12 Jul 2027	16 Jul 2027	**£2,450.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,250.–**
Dubai Confirmed dates	2 Aug 2027	6 Aug 2027	**£3,150.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**£1,250.-**
Paris Confirmed dates	23 Aug 2027	27 Aug 2027	**£2,860.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**£1,250.-**
Barcelona Confirmed dates	13 Sept 2027	17 Sept 2027	**£2,840.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**£1,250.-**
Cape Town Confirmed dates	27 Sept 2027	1 Oct 2027	**£1,890.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**£1,250.-**
Dubai Confirmed dates	18 Oct 2027	22 Oct 2027	**£3,150.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**£1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Cape Town Confirmed dates	8 Nov 2027	12 Nov 2027	**£1,890.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**£1,250.-**
Barcelona Confirmed dates	29 Nov 2027	3 Dec 2027	**£2,840.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**£1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online