



# One Day Seminars in Customer Research

- Thousands of companies have attended Leadership Factor Seminars
- Presented by experts
- Run in venues throughout the UK
- All delegates will have access to a free Adviceline after the seminar
- All seminars can be presented as in-company training days

## Customer Satisfaction Measurement £275 (£323.13 including VAT)

Many people make the mistake of jumping straight into conducting a survey, without giving due consideration to the survey design process. Like anything else, if a customer survey is not designed properly it won't meet its objectives and may provide misleading information. This comprehensive one-day seminar takes delegates step-by-step through the process of using customer surveys to accurately measure customer satisfaction

### Part 1: Customer Satisfaction

- ▶ A definition of customer satisfaction
- ▶ Continual improvement
- ▶ An accurate measure
- ▶ Asking the right questions
- ▶ Depth interviews
- ▶ Focus Groups
- ▶ Exercise: exploratory research

### Part 2: The Methodology

- ▶ Sampling
- ▶ Sampling options
- ▶ Sample size
- ▶ Sampling example
- ▶ Exercise: sampling & data collection
- ▶ Survey options
- ▶ Maximising response rates
- ▶ Questionnaire design
- ▶ Ratings scales
- ▶ Exercise: Questionnaire Design
- ▶ Sample questionnaires

### Part 3: Analysing and Reporting the Results

- ▶ Analysing numerical scales
- ▶ Analysing verbal scales
- ▶ PFIs (Priorities for Improvement)
- ▶ Customer Satisfaction Index
- ▶ Exercise: calculating an index
- ▶ Involving employees
- ▶ Common survey mistakes
- ▶ Linking customer satisfaction to financial results

## Analysing & Reporting Customer Satisfaction Data £295 (£346.63 including VAT)

An ideal follow up to the Customer Satisfaction Measurement one day seminar if you are looking to learn more practical advice and ideas for analysing and reporting CSM projects. The seminar is computer based and therefore some familiarity with Excel and computers would be an advantage. The day will provide real hands on experience of using Excel for data analysis and presentation in the form of charts and tables.

### Part 1: Introduction and Excel basics

- ▶ Data considerations
- ▶ Entering formulae
- ▶ Array formulae
- ▶ Creating charts
- ▶ Working with Pivot Tables

### Part 2: Working with numerical data

- ▶ Calculating means and standard deviations
- ▶ Calculating satisfaction gaps
- ▶ Calculating a Satisfaction Index
- ▶ Segment analysis - are there significant differences?
- ▶ Confidence intervals
- ▶ T-tests and ANOVA
- ▶ Tracking change - are you really getting better?
- ▶ Charting

### Part 3: Working with categorical data

- ▶ Calculating percentages
- ▶ Producing cross tabulations
- ▶ Calculating Chi-square statistics
- ▶ Confidence intervals
- ▶ Analysing verbal scales of satisfaction
- ▶ Tracking change
- ▶ Charting

### Part 4: An exercise in reporting

- ▶ Concentrating on the key information
- ▶ Reporting the message to senior management
- ▶ Highlighting key outcomes
- ▶ Clarity of reporting

### Part 5: Software overview (pros & cons)

- ▶ Excel
- ▶ Keypoint
- ▶ Snap
- ▶ SPSS
- ▶ Statistica

## Advanced Customer Satisfaction Measurement £295 (£346.63 including VAT)

This seminar builds on the Customer Satisfaction Measurement seminar by covering more advanced methodologies. Topics covered include different methods of understanding customers' requirements and the use of more advanced statistical techniques to refine outcomes. The seminar also reviews methodologies for comparing your performance with other companies and calculating the cost to your business of customer satisfaction.

### Part 1: A basic model of CSM

### Part 2: What to measure

- ▶ Satisfaction and service quality
- ▶ Controllables and non-controllables
- ▶ Givens and differentiators

### Part 3: Needs, requirements and expectations

- ▶ Direct questioning
- ▶ Trade off techniques
- ▶ Group exercise: measuring importance

### Part 4: Using statistics to derive importance

- ▶ Regression analysis
- ▶ Correlation and variance
- ▶ Derived importance example
- ▶ Identifying Satisfaction Drivers

### Part 5: Information for action

- ▶ R2G reporting
- ▶ Business impact
- ▶ Action mapping
- ▶ Group exercise: presenting the results

### Part 6: Sample reliability

- ▶ Confidence intervals
- ▶ Confidence levels
- ▶ Sub groups
- ▶ Sample size selector

### Part 7: Marking comparisons

- ▶ Comparison questions
- ▶ Market standing surveys
- ▶ Relative perceived value
- ▶ Group exercise: analysing comparison data

### Part 8: Critical incident modelling

- ▶ The customer feedback iceberg
- ▶ CIM survey requirements
- ▶ Modelling the impact of critical incidents

PRESENTED BY THE AUTHORS OF...

How to Measure Customer Satisfaction (Gower)

Customer Satisfaction for ISO 9000:2000  
(Butterworth-Heinemann)

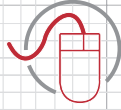
The Handbook of Customer Satisfaction and  
Loyalty Measurement (Gower)



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### Facilitating Focus Group £295 (£346.63 including VAT)

Facilitating focus groups is a highly skilled job. It is an ideal tool for gaining detailed information. Often focus groups can identify areas to survey, help you understand the motivations of customers or explore and stimulate ideas. There are many pitfalls to avoid when preparing a focus group, therefore this one-day seminar will take delegates step by step through preparing and moderating a successful focus group.

#### Part 1: Why Conduct a Focus Group?

- ▶ Your objectives
- ▶ Understanding motivations
- ▶ Stimulating thoughts
- ▶ Probing responses
- ▶ Examination of ideas

#### Part 2: Before the Group

- ▶ Designing a discussion guide
- ▶ Designing a prompt list
- ▶ Choosing people to invite
- ▶ Contacting and recruiting people to invite
- ▶ Incentivising people to attend
- ▶ Choosing your venue

#### Part 3: Facilitating Focus Groups

- ▶ Starting the group
- ▶ Encouraging discussion
- ▶ Avoiding negativity
- ▶ Closing the group
- ▶ The role of the moderator throughout

#### Part 4: Dealing with the unexpected

- ▶ Silence in the group
- ▶ The dominator in the group
- ▶ Discussion going astray

#### Part 5: Techniques for going beneath the service

- ▶ Thematic Apperception
- ▶ Creative Comparisons
- ▶ Psychodrama

#### Part 6: Exercise in Facilitating a Focus Group

### Questionnaire Design for satisfaction and loyalty research £295 (£346.63 including VAT)

Questionnaire design is perhaps the most crucial part of effective survey research, and yet it is often poorly executed producing inaccurate and inactionable data as a result. Anyone responsible for creating a questionnaire will find the course beneficial. The course covers the rules of questionnaire design and includes many groups and individual exercises. There are also guidelines and tips based on the hard-won day-to-day experience of a research agency.

#### Part 1: Sampling

- ▶ Principles
- ▶ Assumptions
- ▶ Different types of sampling
- ▶ The problem of non-response

#### Part 2: The questionnaire itself

- ▶ Layout
- ▶ Appearance
- ▶ The introduction and instructions
- ▶ Medium
- ▶ Positioning of questions
- ▶ Funnelling
- ▶ Routing

#### Part 3: Question wording

- ▶ Double-barrelled questions
- ▶ Ambiguous questions
- ▶ Leading questions

#### Part 4: Types of question

- ▶ Classification
- ▶ Behavioural & attitudinal
- ▶ Open-ended & closed
- ▶ Prompted or unprompted
- ▶ The role of coding
- ▶ Conjoint approaches
- ▶ Stimulus material
- ▶ Projective techniques
- ▶ Scale types

#### Part 5: Satisfaction and loyalty research

- ▶ Customer research
- ▶ Employee research
- ▶ Developing a list of satisfaction items
- ▶ Including an overall measure
- ▶ Measuring loyalty and retention

#### Part 6: Conclusion

### Companies who have attended

Just a small sample of the thousands of companies who have attended Leadership Factor seminars on customer satisfaction measurement:

Abbey National | Abbott Laboratories | Airtours Holidays  
| Akzo Nobel | Alliance & Leicester | American Express  
| Arcadia | Aston Martin Lagonda | AstraZeneca | AT & T  
| Audi | Audit. Commission | Automobile Association | Avis  
| Avon | Axa Sun Life | BAA | Bank of Ireland | Barclays  
| BASF | Bass | BBC | Belfast City Council | Benefits Agency  
| Birmingham City Council | BNFL | Boots | BP | Bradford  
& Bingley | Bristol City Council | British Airways | British  
Library | BSI | BT | BUPA | Business Link Surrey |  
Cambridge University Press | Camelot | Cardiff Council |  
Castle Cement | Castrol | Celtic FC | Child Support  
Agency | City of Salford | Coca Cola | Companies House  
| Compaq | Compass | Cornhill | Corus | Debenhams |  
Digital Equipment | Dixons | Dupont | Epson | Ericsson |  
Eurostar | Federal Express | Financial Times | Friends  
Provident | Gleneagles Hotel | Green Flag | Guinness UDV  
| GUS Home Shopping | H M Customs & Excise | Habitat  
| Hampshire Constabulary | Health & Safety Executive |  
Hewlett-Packard | Highways Agency | Hitachi | Holiday Inn  
| Honda | Hoover | HSBC | HSS Hire | IBM | ICI | Inland  
Revenue | Interflora | IJCB | Johnson & Johnson | Kellogg's  
| KP Foods | Lancashire Constabulary | Leeds City Council  
| Lego | Littlewoods | Liverpool City Council | Lloyds TSB  
| London Borough of Croydon | London Business School  
| Lucas | Marflow Engineering | Marks & Spencer |  
McDonalds Restaurants | Mitsubishi | Motorola | National  
Blood Service | National Savings | Nationwide | NEC |  
Nestle | Nikon | Nokia | NSPCC | Nuffield Hospitals |  
Oracle | Orange | Oxfam | Pirelli | Porsche | Portakabin |  
Powergen | PricewaterhouseCoopers | Procter & Gamble  
| Prudential | RAF | RNIB | Rolls-Royce | Royal Bank of  
Scotland | Royal Ordnance | Sainsbury's | Scottish  
Enterprise | Scottish Equitable | Scottish Power | Scottish  
Widows | Securicor | Sheffield City Council | Shell |  
Siemens | Smithkline Beecham | Sony | Sport England |  
Standard Life | Tesco | Texaco | Thomas Cook | T-Mobile |  
Travel Inn | United Utilities | Vauxhall | Ventura | Virgin |  
Vodafone | WH Smith | Wimpey Homes | Woolworths |  
Yellow Pages | Yorkshire Building Soc | Yorkshire Water

To book your place call  
Ruth Colleton on 01484 467000

# Booking Form

Please complete the details and sign before faxing back to 01484 517676

Name of Seminar	
Date of seminar	
Venue of seminar	
Number of places	
Name	Title: Mr/Mrs/Ms
Job Title	
Company	
Address	
City	Postcode
Switchboard number	
Direct line or mobile	
Fax	
Email	
Business segment	
Places cost £275 (excl VAT) £323.13 (incl VAT) for Customer Satisfaction Measurement	
Places cost £295 (excl VAT) £346.63 (incl VAT) for all other seminars	
I enclose a cheque <input type="checkbox"/>	Please invoice <input type="checkbox"/>
Will you need to raise a purchase order number	yes / no
Please indicate purchase order number	
Please mark invoices for the attention of	
Invoice address if different from above	
Signature	Date

## Additional delegates

Name	
Job title	
RE 0103	

Please fax your booking on 01484 517676  
or call Ruth Colleton on 01484 467000  
or book online at [www.leadershipfactor.com](http://www.leadershipfactor.com)

## Customer Satisfaction Measurement 2003

<b>Birmingham</b>	
Beeches Mgt Centre, M6 jcn 6, A38	<b>New Date</b> Wed 26th March 2003 Tues 17th June 2003
<b>Bristol</b>	
Eastwood Park, M5 jcn 14, A38	Thurs 13 March 2003 Tues 10 June 2003
<b>Dublin</b>	
Marine Hotel Sutton, North Dublin	Thurs 6th Feb 2003 Thurs 19th June 2003
<b>Edinburgh</b>	
Thistle Hotel Edinburgh, City Centre	Thurs 3rd Apr 2003 Thurs 6th Nov 2003
<b>Glasgow</b>	
Thistle Hotel Glasgow, M8 jcn 17	Thurs 13th Feb 2003 Thurs 3rd July 2003
<b>Guildford</b>	
Branksome, Surrey, A3, A287	Wed 11th June 2003 Tues 14th Oct 2003
<b>Leeds</b>	
Leeds United Football Cub, Elland Road, M62, M621 jcn 1/2	Tues 11th Feb 2003 Tues 1st April 2003
<b>London</b>	
IQA	Tues 18th Mar 2003
Grosvenor Crescent	Tues 8th April 2003
<b>Luton</b>	
NQA Training Centre, Dunstable, M1 jcn 11	Thurs 3rd April 2003 Wed 8th Oct 2003
<b>Manchester</b>	
JPD Training Centre, M6 jcn 19	Wed 19th Mar 2003 Thurs 15th May 2003
<b>Newcastle</b>	
Holiday Inn, A1 jcn with A19, B1318	Tues 25th Mar 2003 Thurs 9th Oct 2003
<b>Nottingham</b>	
Novotel, M1 jcn 25	Thurs 12th June 2003 Thurs 20th Nov 2003
<b>Reading</b>	
The Business Centre, M4 jcn 11	Thurs 27th Mar 2003

## Analysing and Reporting Customer Satisfaction Data 2003

<b>Birmingham</b>	
Beeches Mgt Centre, M6 jcn 6, A38	Thurs 27th March 2003 Wed 18th June 2003 Wed 12th Nov 2003
<b>Leeds</b>	
Elland Road, LUFC M62, M621, jcn 1/2	Wed 12th Feb 2003 Tues 2nd April 2003 Thurs 16th Oct 2003
<b>London</b>	
Central London	Wed 19th March 2003 (Aeonian Training Centre) Thurs 5th June 2003 (British Library) Tues 11th Nov 2003 (IQA)
<b>Manchester</b>	
JPD Training Centre, M6, jcn 19	Wed 25th June 2003

## Advanced Customer Satisfaction Measurement 2003

<b>Birmingham</b>	
Beeches Mgt Centre, M6 jcn 6, A38	Thurs 27th March 2003 Wed 2nd July 2003
<b>London</b>	
Central London	Wed 5th Feb 2003 (British Library) Thurs 15th May 2003 (British Library) Thurs 20th Nov 2003 (IQA)
<b>Manchester</b>	
JPD Training Centre, M6, jcn 19	Thurs 20th March 2003 Wed 19th Nov 2003

## Facilitating Focus Groups 2003

<b>London</b>	
Central London	Wed 12th March 2003 (Aeonian Training Centre) Thurs 22nd Oct 2003
<b>Huddersfield</b>	
Old Golf House, M62 jcn 23/24	Tues 13th May 2003

## Questionnaire Design 2003

<b>London</b>	
Central London	Tues 11th March 2003 (IQA) Thurs 23rd Oct 2003
<b>Huddersfield</b>	
Old Golf House, M62 jcn 23/24	Wed 14th May 2003

## Terms and Conditions

Payment in full is due before the date of the seminar. If a cancellation is received in writing not less than 15 days before the seminar date a full refund can be made or a transfer to an alternative date arranged at no extra cost. If less than 15 days notice is given no refund is possible, but arrangements for a replacement delegate can be made. An additional charge of £10 will be made to overseas delegates to cover administration costs.

## On the Day

The course fee includes lunch, refreshments and course materials. Registration is at 9.15am; the seminar starts at 9.30am and finishes at 5.00pm.