FEELING THE PULSE OF CUSTOMERS

CUSTOMER SERVICE

Data is to customer service what the stethoscope is to a doctor. Data is a tool to help you see beyond the surface. To understand if everything is running along just fine or if we are on the brink of disaster, managers (just like doctors) must learn to leverage the tools to run thorough and meaningful diagnostics.

This programme is targeted at equipping managers with a good understanding of Customer Insights as a metric while debunking some of the myths misassociated with it. It will impart a firm understanding of Sampling Theory and the correct methodology behind it. Participants will also learn to use the correct research methodologies, analyse the data gathered, and present the information that is collected correctly. This course offers exposure to one of the most sought-after skills of today - Data Analytics.

LEARNING OUTCOMES

- Understand the importance of having a data-driven mindset.
- Learn how to understand and use customer research to your profit.
- Understand techniques associated with research analysis and data presentation.
- Develop and bring back a working model to implement information obtained from customer research.

PROGRAMME HIGHLIGHTS

- Developing a research plan
- Determining the optimal research methodology
- Formulating the questionnaire
- Data collection best-practices
- Data analytics
- The World of Insights
- Putting It Together

METHODOLOGY

- Group Discussions & Reflection
- Interactive Learning
- Hands-on Application

TARGET AUDIENCE

Individuals and decision-makers who require data to make meaningful conclusions

DURATION

1 Day