

# cto

corporate training options

## *About Us*

Our mission at CTO is empowering people through learning that drives lasting growth and organisational success.

With that focus, we provide high-quality, practical training designed to help individuals and organisations build skills, improve performance and adapt to an ever changing business environment.

With experienced trainers and flexible delivery options, CTO provides engaging, results-focused learning designed to strengthen capability and support long-term business success.

*“Hope is NOT a  
Development Plan.”*

## *Customer Satisfaction*

### *Other Customer Service Courses*

- Calming Upset Customers
- Customer Service Excellence
- Beyond Customer Service - Effective Programs to Retain Your Customers
- Telephone Courtesy & Customer Service Skills
- Call Centre Success - Essential Skills
- Handling Difficult People and Situations
- Customer Service in the Information Age
- Professional Telephone Skills

*Skills that Win -  
Build Teams that Win*

## *Contact Us*

*We would love to collaborate with you*



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*Our trainers are located all across  
Australia.*

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## Customer Service: Customer Satisfaction

### The Challenge

Customer satisfaction isn't just a metric—it's a business imperative. Satisfied customers return, refer others and cost less to serve. Yet many organizations measure satisfaction without understanding how to improve it systematically. Knowing your satisfaction scores isn't enough; you need strategies to consistently deliver experiences that exceed customer expectations.

Elevate and Empower - Educate

## What you will Learn

- ✓ 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

## Who should Attend

This strategic course is designed for professionals responsible for measuring, understanding and improving customer satisfaction. Ideal participants include:

- Customer experience managers and team leaders
- Quality assurance and service improvement professionals
- Business owners and operations managers
- Anyone accountable for customer satisfaction metrics

## Course Delivery

- Online via Microsoft Teams
- Onsite at your Workplace
- Hybrid (combination of both)

## Duration

- Full Day Course

## Group Sizes

Our prices are based on group sizes and not per person (the more the merrier)

- 1 - 3 trainees
- 4 - 15 trainees
- 16 - 20 trainees

## Pre Requisites

None - Open to all

# Course Modules

## Module 1. 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

## Module 2. 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

## Module 3. 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

## Module 4. 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

## Module 5. 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

## Module 6. 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

## Module 7. 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

## Module 8. 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

Educate, Elevate and Empower -