

## CUSTOMER SATISFACTION AND LOYALTY - CX ANALYTICS

*"Harnessing Customer Experience Data to Drive Satisfaction, Loyalty, and Business Growth"*

### Schedule

Date	Venue	Fees
28 - 29 Apr 2026	Muscat, Oman	USD 1995 per delegate
02 - 03 Sep 2026	Dubai, UAE	USD 1995 per delegate

### Introduction

In today's highly competitive landscape, customer experience (CX) has become a key differentiator. Organizations that measure and analyze customer satisfaction effectively can increase loyalty, reduce churn, and improve profitability. Customer experience analytics (CX Analytics) provide the insight needed to understand behaviors, pinpoint pain points, and enhance service delivery.

This course equips professionals with practical tools and methods for gathering, analyzing, and applying customer satisfaction data. From survey design and Net Promoter Score (NPS) to sentiment analysis and real-time dashboards, this program prepares participants to turn feedback into strategic action.

### Objectives

**By the end of this course, participants will be able to:**

- Measure customer satisfaction using structured metrics (e.g., NPS, CSAT, CES)
- Design and implement CX analytics models for data-driven decisions
- Use qualitative and quantitative feedback to identify service improvement areas
- Apply data visualization tools to communicate insights effectively
- Develop action plans to improve loyalty and customer retention

## Why Attend

- Bridge the gap between customer feedback and strategic action
- Boost loyalty and reduce churn through targeted interventions
- Gain practical experience with CX measurement tools and reporting formats
- Enhance your brand reputation through data-driven experience management
- Support digital transformation with integrated CX dashboards and KPIs

## Target Audience

### This program is designed for:

- Customer experience and service managers
- Marketing, brand, and communications professionals
- Business analysts and insights teams
- Sales and account managers
- Anyone involved in client satisfaction or service improvement initiatives

## Individual Benefits

### Key competencies that will be developed include:

- Designing customer surveys and feedback mechanisms
- CX performance measurement and trend analysis
- Root cause identification for negative experiences
- Translating data into loyalty-building strategies
- Communicating CX insights to internal stakeholders

## Organizational Benefits

### Upon completing the training course, participants will demonstrate:

- Improved customer satisfaction through actionable insight
- Stronger alignment between customer needs and service delivery
- Optimized use of customer feedback in decision-making
- Better retention and lifetime value through CX strategy
- Enhanced cross-functional engagement around customer experience

## Instructional Methodology

### The course follows a blended learning approach combining theory with practice:

- **Strategy Briefings** - Core concepts in customer satisfaction and loyalty metrics
- **Case Studies** - Real-world CX programs and their measurable impact
- **Workshops** - Designing surveys, analyzing CX data, building dashboards
- **Peer Exchange** - Discussion of industry-specific CX challenges
- **Tools** - Templates for NPS reporting, survey design, and loyalty KPIs

## Course Outline

**Training Hours: 7:30 AM - 3:30 PM**

**Daily Format: 3-4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 - 02:00**

**Day 1: Understanding CX Metrics and Feedback Systems**

**Module 1: Foundations of Customer Satisfaction and Loyalty (07:30 - 09:30)**

- Key drivers, emotional connection, brand expectations

**Module 2: Designing Effective Feedback Mechanisms (09:45 - 11:15)**

- Surveys, interviews, digital feedback loops

**Module 3: Measurement Models - NPS, CSAT, CES (11:30 - 01:00)**

- How and when to use each metric

**Module 4: Workshop - Building a Customer Feedback Plan (02:00 - 03:30)**

- Design a real-world feedback and response strategy

**Day 2: Turning Data into Insight and Action**

**Module 1: CX Data Analytics and Visualization (07:30 - 09:30)**

- Dashboards, data segmentation, visual storytelling

**Module 2: Sentiment and Root Cause Analysis (09:45 - 11:15)**

- Text analytics, complaint categorization, voice of customer

**Module 3: Designing Loyalty and Retention Strategies (11:30 - 01:00)**

- Customer journeys, personalization, proactive support

**Module 4: Final Workshop - Present a CX Action Plan (02:00 - 03:30)**

- Group work and feedback session

## Certification

Participants will receive a **Certificate of Completion in Customer Satisfaction and Loyalty - CX Analytics**, validating their ability to analyze customer experience data and design loyalty-enhancing strategies based on measurable insights.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

### In-House / Customized Training

Interested in running this course for your team?

Please contact us:

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