MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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CUSTOMER SATISFACTION AND LOYALTY

“Turning Happy Customers into Lifelong Brand Advocates.”

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

Customer satisfaction is no longer just a metric—it’s the foundation of long-term business success. Satisfied customers are more likely to return, recommend, and remain loyal even in competitive markets. Building loyalty requires more than providing good service; it involves understanding customer needs, exceeding expectations, and creating memorable experiences that foster emotional connections with the brand.

The Customer Satisfaction and Loyalty course provides participants with practical tools and proven strategies to measure, manage, and improve customer satisfaction while cultivating loyalty that drives profitability. Participants will learn to use customer feedback systems, loyalty metrics, and relationship management techniques that strengthen customer trust and retention.

Objectives

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

- Understand the key drivers of customer satisfaction and loyalty.
- Develop strategies to measure and improve customer satisfaction.
- Design effective feedback collection and analysis systems.
- Build customer retention and loyalty programs.
- Use emotional intelligence to enhance customer interactions.
- Create customer-centric organizational cultures.
- Translate customer insights into actionable business improvements.

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Why Attend

Customer loyalty is one of the most powerful assets in any business. This course equips participants with the knowledge and techniques to build strong, lasting relationships with customers—turning occasional buyers into loyal advocates. It also helps organizations move from transactional customer service to strategic relationship management that supports long-term growth.

Target Audience

This course is ideal for:

- Customer Service and Support Professionals
- Sales and Marketing Executives
- Customer Relationship Managers
- Business Development and Account Managers
- Frontline Service Teams
- Entrepreneurs and Business Owners
- Anyone involved in customer retention and service excellence

Individual Benefits

- Understand the psychology behind customer satisfaction and loyalty.
- Learn how to handle and convert dissatisfied customers.
- Acquire practical skills in loyalty program design and management.
- Improve communication and empathy in customer interactions.
- Build personal confidence in delivering superior customer experiences.

Organizational Benefits

- Increased customer retention and lifetime value.
- Stronger brand reputation and customer trust.
- Improved service quality and consistency.
- Reduced churn through proactive customer relationship management.
- Sustainable business growth driven by loyal customers and referrals.

Instructional Methodology

This course uses an interactive and experiential approach through:

- Case studies of world-class customer loyalty programs
- Group discussions and problem-solving activities
- Role-playing scenarios for real-life customer interactions
- Surveys and feedback analysis exercises
- Practical tools and templates for satisfaction measurement
- Instructor-led sessions and personalized coaching

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Course Outline

Module 1: The Value of Customer Satisfaction and Loyalty in Modern Business

Module 2: Understanding Customer Expectations and Perceptions

Module 3: Key Metrics and Tools for Measuring Satisfaction (CSAT, NPS, CES)

Module 4: Designing Effective Feedback and Complaint Management Systems

Module 5: Turning Dissatisfied Customers into Loyal Advocates

Module 6: Emotional Intelligence and Empathy in Customer Engagement

Module 7: Developing and Managing Customer Loyalty Programs

Module 8: Creating a Customer-Centric Culture Across the Organization

Module 9: Using Data and Analytics to Improve CX and Retention

Module 10: Building Long-Term Relationship Strategies for Business Growth

Certification

Upon successful completion, participants will receive a Certificate in Customer Satisfaction and Loyalty, recognizing their ability to design and implement effective customer satisfaction strategies and loyalty-building initiatives that strengthen relationships and drive repeat business.

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:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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