

Voice of Customer & NPS Measurement

Professional Training Course

Skillslab Training Provider

Skills for Tomorrow's World 



Course Description

Introduction

In today's experience-driven environment, organizations can no longer rely on assumptions to understand what customers, citizens, clients, and stakeholders truly value. Sustainable service improvement requires a structured Voice of Customer strategy that captures feedback, measures loyalty, identifies experience gaps, and translates insight into meaningful organizational action.

Voice of Customer & NPS Measurement is a comprehensive professional training program designed to help participants build effective customer feedback systems, measure customer advocacy, interpret experience data, and convert findings into strategic service improvements.

The course provides a practical framework for designing Voice of Customer programs, developing surveys, measuring Net Promoter Score, analyzing feedback, identifying customer drivers, managing closed-loop feedback, and creating actionable improvement priorities.

For government entities, ministries, public sector organizations, large corporations, and executive professionals, the program offers a powerful executive-level value proposition: the ability to transform customer feedback into strategic intelligence that improves service quality, strengthens loyalty and trust, supports evidence-based decision-making, and creates measurable organizational value.

Course Objectives

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

- Understand the strategic role of Voice of Customer programs.
- Design structured customer feedback systems.
- Identify the most important customer listening channels.
- Develop effective customer experience surveys.
- Understand the principles and practical use of Net Promoter Score.

- Calculate and interpret Net Promoter Score results.
- Segment promoters, passives, and detractors.
- Identify key drivers of satisfaction, loyalty, and advocacy.
- Analyze qualitative and quantitative customer feedback.
- Connect customer feedback with operational performance.
- Design closed-loop feedback processes.
- Prioritize customer experience improvement initiatives.
- Develop customer experience dashboards and executive reports.
- Translate customer insights into practical action plans.
- Build sustainable Voice of Customer governance frameworks.

Course Content

Day 1: Voice of Customer Strategy and Customer Listening Frameworks

- Understanding the strategic role of customer feedback.
- Moving from isolated surveys to structured listening systems.
- Understanding customer expectations and experience signals.
- Identifying key moments in the customer journey.
- Defining the objectives of a Voice of Customer program.
- Understanding different sources of customer feedback.
- Using direct, indirect, and behavioral feedback.
- Integrating complaints, surveys, interviews, reviews, and operational data.
- Selecting appropriate listening channels.
- Determining when and where to collect feedback.
- Identifying customer and stakeholder groups.
- Establishing governance and ownership for customer feedback.
- Practical exercise: developing a Voice of Customer framework.

Day 2: Survey Design and Customer Feedback Collection

- Understanding the principles of effective survey design.
- Defining survey objectives.
- Selecting the right type of customer survey.
- Designing clear and unbiased questions.
- Choosing appropriate response scales.
- Balancing quantitative and qualitative questions.
- Avoiding common survey design errors.
- Improving survey response rates.
- Designing transaction-based surveys.
- Developing relationship-based surveys.
- Timing feedback requests appropriately.
- Selecting customer samples.
- Protecting data quality and reliability.
- Workshop: developing a complete customer experience survey.

Day 3: Net Promoter Score Measurement and Interpretation

- Understanding customer loyalty and advocacy measurement.
- The strategic purpose of Net Promoter Score.
- Understanding promoters, passives, and detractors.
- Calculating Net Promoter Score.
- Interpreting score results.
- Understanding the difference between transactional and relationship measurement.
- Segmenting results by customer group, service, location, and channel.
- Identifying score patterns and trends.
- Comparing performance over time.
- Understanding the limitations of a single score.
- Using follow-up questions to identify root causes.
- Linking customer advocacy with operational performance.

- Workshop: calculating and interpreting Net Promoter Score results.

Day 4: Customer Feedback Analysis and Insight Development

- Converting raw feedback into actionable insight.
- Analyzing quantitative customer data.
- Categorizing qualitative comments.
- Identifying recurring themes and customer concerns.
- Understanding sentiment and customer perceptions.
- Identifying drivers of satisfaction and dissatisfaction.
- Conducting root cause analysis.
- Connecting feedback to customer journey stages.
- Identifying critical experience gaps.
- Prioritizing issues based on impact and frequency.
- Combining customer feedback with operational data.
- Developing customer insight reports.
- Creating executive dashboards.
- Practical exercise: analyzing customer feedback and developing priorities.

Day 5: Closed-Loop Feedback and Customer Experience Improvement

- Understanding closed-loop feedback management.
- Responding effectively to dissatisfied customers.
- Developing escalation and follow-up processes.
- Assigning ownership for customer issues.
- Turning customer feedback into improvement actions.
- Prioritizing improvement initiatives.
- Linking customer insights with service redesign.
- Developing action plans with clear responsibilities.
- Monitoring the impact of improvement initiatives.

- Communicating improvements back to customers.
- Building a culture of customer listening.
- Integrating customer feedback into organizational governance.
- Developing a Voice of Customer implementation roadmap.
- Final workshop: presenting a complete customer feedback and improvement strategy.

Target Audience

This course is designed for professionals responsible for customer experience, service quality, feedback management, performance measurement, customer insight, and organizational improvement, including:

- Customer experience managers.
- Customer service managers.
- Voice of Customer professionals.
- Customer insight specialists.
- Service quality professionals.
- Government service excellence teams.
- Public sector customer experience professionals.
- Marketing and research professionals.
- Business intelligence teams.
- Performance management professionals.
- Quality and organizational excellence teams.
- Digital transformation professionals.
- Customer journey specialists.
- Service design professionals.
- Executives responsible for customer and stakeholder experience.

Course Requirements

No advanced technical background is required. Participants are encouraged to bring examples of existing surveys, customer feedback reports, satisfaction results, complaints data, customer experience challenges, or

current measurement practices from their organizations.

A basic understanding of customer service, customer experience, quality management, research, or performance measurement will support participation in practical exercises and workshops.

Training Methodology

The course uses an interactive and application-focused methodology designed to connect customer feedback concepts with real-world organizational implementation.

The training methodology includes:

- Expert-led presentations and strategic discussions.
- Real-world Voice of Customer examples.
- Customer listening framework exercises.
- Survey design workshops.
- Net Promoter Score calculation activities.
- Customer segmentation exercises.
- Feedback analysis activities.
- Root cause analysis.
- Customer insight development.
- Dashboard design exercises.
- Closed-loop feedback simulations.
- Practical case studies.
- Group problem-solving activities.
- Implementation planning and presentations.

Participants will continuously apply course concepts to realistic customer experience scenarios, enabling them to leave the program with practical tools, measurement frameworks, and implementation approaches that can be used directly within their organizations.

Learning Outcomes

Upon successful completion of the course, participants will be able to:

- Develop structured Voice of Customer programs.
- Select appropriate customer listening channels.
- Design effective customer experience surveys.
- Collect reliable and relevant customer feedback.
- Calculate Net Promoter Score accurately.
- Interpret promoter, passive, and detractor results.
- Segment customer feedback for deeper analysis.
- Identify key drivers of customer satisfaction and loyalty.
- Analyze qualitative and quantitative feedback.
- Identify root causes of customer experience problems.
- Develop actionable customer insights.
- Design executive customer experience dashboards.
- Implement closed-loop feedback processes.
- Prioritize customer experience improvement initiatives.
- Develop practical Voice of Customer implementation roadmaps.

Instructor Profile

The course is delivered by an internationally certified expert with extensive practical and consulting experience.

The instructor brings deep expertise in Voice of Customer strategy, customer experience measurement, Net Promoter Score, customer feedback systems, survey design, customer insight, closed-loop feedback, service improvement, and organizational performance.

The training approach combines executive-level strategic insight with practical tools, real-world applications, and implementation methods suitable for government entities, ministries, public sector organizations, large corporations, and executive professionals.

Contact Us

For registration inquiries, upcoming dates, or group pricing, please contact us:

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