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COURSE BROCHURE

Advanced Voice of the Customer and Satisfaction Drivers Course

15 – 26 March 2027
Munich

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Ref: 598_22063 **Date:** 15 – 26 March 2027 **Location:** Munich **Fees:** 9500 GBP

Voice of the Customer and Satisfaction Drivers is a 2-week training course for customer insight managers, voice of the customer leads and service directors, who leave with a Satisfaction Driver Action Plan for one customer journey. Organisations now collect feedback from every channel, yet few can say which drivers move loyalty or who acts on each signal. Jupiter Prime Training runs this course on Voice of the Customer and Satisfaction Drivers.

Why Voice of the Customer and Satisfaction Drivers Matters Now

Three forces shape this discipline today: customers who leave ratings, reviews and comments across many channels at once, finance leaders who ask whether satisfaction spending moves retention, and frontline teams who receive feedback faster than they can respond. An organisation that listens well knows which few drivers lift loyalty and closes the loop with each unhappy customer; one that listens badly piles up dashboards nobody owns. The course draws on the Net Promoter Score NPS, Customer Satisfaction Score CSAT, Customer Effort Score CES and ISO 10002 guidance on complaints handling as a feedback source.

Who Gains Most from Voice of the Customer and Satisfaction Drivers

- Insight leads who own listening posts, survey triggers and feedback data quality
- Voice of the customer coordinators who route signals to process owners and track responses
- Service directors who decide which satisfaction drivers receive budget and staff time
- Analytics specialists who model driver importance and link scores to retention
- Journey owners who turn customer comments into process fixes and policy changes

Customer insight functions that send a listening lead together with a journey owner gain most, because driver evidence and the authority to change the journey then sit in one room.

Voice of the Customer and Satisfaction Drivers Capabilities

Participants practise moving from raw feedback to ranked drivers, then from ranked drivers to owned actions that customers can notice.

- Design a listening post map that covers solicited, unsolicited and operational signals — insight steering groups
- Calculate NPS, CSAT and CES with segment cuts and sampling error — executive scorecards
- Apply key driver analysis to rank the attributes that move loyalty — investment decisions
- Build inner-loop and outer-loop closure routines with response time targets — frontline managers
- Test text analytics themes against coded samples before reporting them — journey owners

- Specify a satisfaction-to-retention business case with stated assumptions — finance partners

Key Voice of the Customer and Satisfaction Drivers Terms

- Voice of the customer VoC — the structured capture of customer needs, expectations and opinions from surveys, comments, contacts and behaviour.
- Listening post — any point where customer feedback is collected, such as a survey, review site, contact record or social comment.
- Key driver analysis — a statistical method that estimates how much each service attribute contributes to overall satisfaction or loyalty.
- Inner loop — the individual follow-up with a customer who gave feedback, usually by the frontline or a team leader.
- Outer loop — the cross-functional fix of a recurring cause found in feedback, owned by a process or policy owner.
- Customer Effort Score CES — a rating of how easy it was for the customer to get a request handled or a problem resolved.

Voice of the Customer and Satisfaction Drivers Day by Day

Day 1: Listening in a Multichannel World

- Feedback Landscape Review — Surveys, Reviews, Contacts and Behavioural Signals
- Satisfaction, Loyalty and Retention Links — What Executives Expect Proven
- Stakeholder Map for Customer Feedback — Owners, Users and Sponsors
- VoC Maturity Assessment — Current Listening, Analysis and Action Gaps
- Customer Expectation Shifts — Speed, Personalisation and Channel Choice

Day 2: Designing the Listening Post Map

- Solicited Versus Unsolicited Feedback — Coverage and Bias Trade-Offs
- Relationship and Transactional Triggers — When to Ask Each Customer
- Operational Data as Feedback — Repeat Contacts and Abandonment
- Complaint Records Under ISO 10002 — Feedback Worth Mining
- Listening Post Inventory — Gaps, Overlaps and Survey Fatigue

Day 3: Satisfaction and Loyalty Metrics

- NPS Construction — Promoters, Passives and Detractors
- CSAT Scale Choices — Five-Point, Seven-Point and Labelled Anchors
- CES Wording — Measuring Ease After Service Contacts
- Sampling Error and Confidence Bands — Reading Small Segments
- Metric Selection Matrix — Which Score Answers Which Question

Day 4: Questionnaire Craft for Driver Insight

- Attribute Lists — Translating Journey Steps Into Rated Items
- Question Order Effects — Halo and Anchoring Risks
- Open Comment Prompts — Eliciting Reasons Behind Ratings
- Mobile and Chat Survey Formats — Length and Completion Rates
- Pilot Testing Instruments — Cognitive Interviews With Customers

Day 5: Key Driver Analysis

- Correlation Screens — First View of Attribute Strength
- Regression and Relative Importance — Ranking Drivers Fairly
- Importance-Performance Grids — Fix, Maintain or Deprioritise
- Kano Classification — Basic, Performance and Delight Attributes
- Driver Stability Checks — Segments, Channels and Time Periods

Day 6: Text Analytics and Comment Coding

- Coding Frames — Themes, Sub-Themes and Sentiment Labels
- Automated Theme Detection — Accuracy Checks Against Human Coding
- Root Signal Extraction — Linking Comments to Process Steps
- Emerging Issue Alerts — Volume Spikes and New Themes
- Verbatim Storytelling — Choosing Quotes That Change Minds

Day 7: Closing the Loop With Customers

- Inner-Loop Call-Back Routines — Detractor Follow-Up Within Agreed Times
- Frontline Huddle Design — Sharing Feedback With Service Teams
- Outer-Loop Issue Boards — Owners, Due Dates and Evidence
- Customer Notification of Changes — Telling People What Improved
- Closure Rate Tracking — Measuring Response to Feedback

Day 8: Linking Satisfaction to Business Results

- Retention and Churn Linkage — Matching Scores to Customer Records
- Share of Wallet Signals — Loyalty Beyond Repeat Purchase
- Cost-to-Serve Effects — Effort, Repeat Contacts and Handling Time
- Business Case Assumptions — Sensitivity and Conservative Estimates
- Sector Cases — Retail Banking Branches and Hospital Outpatient Clinics

Day 9: Running VoC Across the Organisation

- VoC Council Charter — Membership, Cadence and Decision Rights
- Role-Based Dashboards — Executive, Manager and Agent Views
- Employee Voice Inputs — Frontline Observations as Leading Signals
- Target Setting Pitfalls — Score Gaming and Survey Begging
- Ethics and Consent — Respectful Use of Customer Feedback

Day 10: Practising the Satisfaction Driver Action Plan

- Listening Post Map Draft — Applying Day 2 Coverage Choices
- Driver Ranking Exercise — Day 5 Regression on a Case Dataset
- Closure Routine Design — Day 7 Inner and Outer Loops
- Retention Case Outline — Day 8 Linkage Assumptions
- Satisfaction Driver Action Plan — Drivers, Owners, Loops and Measures

Applying Voice of the Customer and Satisfaction Drivers After the Course

- Run a key driver analysis on the latest relationship survey and present the top three loyalty drivers with their current performance gaps.
- Launch an inner-loop call-back routine for detractors on one journey and report closure rates and recovered customers after four weeks.

Voice of the Customer and Satisfaction Drivers Questions FAQ

What is voice of the customer and satisfaction drivers work, and why does it matter now?

It is the disciplined capture of customer feedback and the statistical ranking of what moves satisfaction and loyalty. It matters now because feedback arrives from many channels at once, and leaders need to know which few drivers deserve investment.

Which roles gain most from voice of the customer and satisfaction drivers training?

Customer insight managers, voice of the customer leads and service directors gain most. Analytics specialists and journey owners also benefit, because driver rankings only change outcomes when the people who own the journey act on them.

How does voice of the customer and satisfaction drivers training differ from a service quality auditing course?

It focuses on listening, driver modelling and closing the loop with customers rather than auditing service against standards. You rank loyalty drivers, code comments and design follow-up routines instead of planning audits and grading nonconformities.

What do you bring back from voice of the customer and satisfaction drivers training?

You bring back an action plan for one customer journey. It holds a listening post map, a ranked list of satisfaction drivers, inner-loop and outer-loop routines with owners, and an outline linking satisfaction gains to retention.

Voice of the Customer and Satisfaction Drivers: The Way Forward

The Satisfaction Driver Action Plan first informs which loyalty driver receives improvement effort in the next quarter. Insight managers, VoC leads and journey owners use it to align surveys, comment coding and follow-up routines. After its first cycle, rerun the driver model, because once a weak driver is fixed another attribute often rises to become the strongest influence on loyalty.