Customer Satisfaction and Loyalty Mastery: 1-Week Workshop

29 March – 2 April 2027
Barcelona (Spain)



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Why This Course

In today's competitive market, customer satisfaction and loyalty are no longer optional. They are critical drivers of retention, profitability, and long-term business growth. Organizations that understand customer expectations, measure satisfaction effectively, and build meaningful loyalty strategies are better positioned to strengthen relationships, increase repeat business, and create sustainable competitive advantage.

This intensive 1-week workshop equips participants with the knowledge and skills to enhance customer satisfaction and build lasting loyalty. Participants will learn to measure, analyze, and improve customer experiences, develop effective loyalty programs, and drive profitability through customer-centric strategies.

What You'll Learn and Practice

By joining this program, you will:

- Master key customer satisfaction and loyalty metrics.
- Develop strategies to increase customer retention and profitability.
- Design and implement effective customer satisfaction surveys.
- Create compelling value propositions and loyalty schemes.
- Understand the link between customer loyalty and business growth.

The Program Flow

Day 1: Foundations of Customer Satisfaction and Loyalty

- Key definitions and concepts.
- Levels of customer loyalty.
- Customer satisfaction vs. customer delight.
- The business impact of customer loyalty.

Day 2: Measuring Customer Loyalty and Satisfaction

- Customer Satisfaction Index and Customer Retention Rate.
- Customer lifetime value calculations.
- Loyalty index and key performance indicators.
- Data analysis and interpretation techniques.



Day 3: Loyalty, Profitability, and Customer Surveys

- The cost and profitability of loyalty.
- Activity-Based Costing for customer profitability.
- Designing effective customer satisfaction surveys.
- Survey administration and data collection methods.

Day 4: Customer Segmentation and Value Propositions

- Customer segmentation strategies.
- Developing customer profiles and personas.
- Creating compelling value propositions.
- Communicating value to different customer segments.

Day 5: Loyalty Programs and Implementation

- Types of loyalty programs and schemes.
- Designing rewards and incentives.
- Implementing and managing loyalty initiatives.
- Measuring and optimizing program effectiveness.

Individual Impact

- Strengthen your ability to measure and improve customer satisfaction with greater confidence.
- Enhance your skills in analyzing loyalty, profitability, and customer behavior.
- Build stronger capability in designing surveys, loyalty programs, and value propositions.
- Gain practical tools to support customer-focused decision-making and long-term relationship building.

Work Impact

- Improve customer retention and long-term profitability through stronger loyalty strategies.
- Strengthen the organization's ability to understand customer needs and respond more effectively.
- Support more targeted segmentation, communication, and value delivery.
- Enhance customer experience management through better measurement and continuous improvement.

Training Methodology

This program integrates customer insight, practical analysis, and real-world application to ensure immediate workplace relevance and measurable impact. Learning methods include:



- Real-world case studies on customer satisfaction, loyalty, and retention.
- Practical exercises in survey design, segmentation, and profitability analysis.
- Interactive workshops on value propositions, loyalty schemes, and performance metrics.
- Group discussions on customer behavior, experience improvement, and implementation challenges.
- Frameworks and tools for applying customer satisfaction and loyalty strategies effectively.

Beyond the Course

Upon completion, participants will be better equipped to improve customer satisfaction and build stronger loyalty with greater clarity, confidence, and practical focus. They will return ready to:

- Measure customer satisfaction and loyalty more effectively.
- Design stronger loyalty initiatives and customer value strategies.
- Improve retention and profitability through better customer understanding.
- Apply practical tools to strengthen customer relationships and business growth.

