

Customer Satisfaction – Implementing Customer Value Analysis

Title of Course:	<i>Implementing Customer Value Management</i>	Length of Course (# of Hrs/Days):	16 hrs /2 days
Total Price of Course:		Minimum and Maximum Number of Participants:	12 - 24
Price Per Participant			

Description

Customer Value Management (CVM) is a collection of specific analytical tools and metrics that help an organization track its competitive position and identify its source of competitive advantage. They help an organization align its strategy, business processes, and people with the constantly changing needs of its targeted markets. Used systematically, CVM tools enable an organization to provide superior value to their customers.

Who should take this course?

- Federal, Tribal, Government or Civilian Agency personnel charged with improving the quality of service and product quality.
- Individuals interested in improving customer feedback systems.
- Leaders interested in developing a customer-first mindset throughout their organization.

What participants will gain:

The desired outcomes for this workshop are:

- Learn a framework and methodology for managing customer value
- Learn how to prioritize the attributes of service and product quality
- Obtain a set of statistical techniques useful in customer value analysis
- Learn how to present customer value findings in a compelling and engaging manner
- Learn how to set organizational goals and targets by leveraging customer value metrics

Course Content

Understanding what customers really want

- Understanding the Customer Value Ratios
- Designing a Customer Value Study
- Identifying attributes most valued by customers
- Understanding the competition

Customer Value Analysis

- Quality and Price Attributes
- Attribute Importance Weights
- Market-Perceived Quality Profile and Market-Perceived Cost Profile
- Repurchase and Referral Intent Scores
- Internal Performance Metrics
- The Customer Value Added Ratio (overall value score)
- The Customer Value Map
- Head-to-Head Performance Comparisons and Performance Gaps

Prioritizing action for improving customer service

- Action Planning
- Integrating Customer Value Management with strategic plans
- Integrating customer metrics with organizational scorecards
- Building a responsive organization