

Facilitator Guide

Group # 2

Title: Advanced Interviewer Training “Customer Satisfaction”

Audience for this Module:	Experienced telephone interviewers who will be doing customer satisfaction interviewing
Goal of this Module:	<p>To train customer satisfaction interviewers to</p> <ul style="list-style-type: none"> • be able to define customer satisfaction studies and their audience • be able to define customer service • identify the factors that influence respondent cooperation • develop techniques for successful customer satisfaction interviews
Logistics: Materials, Room type/setup, Time needed, etc.)	<p style="text-align: center;">You will need:</p> <ul style="list-style-type: none"> • The CD that contains the PowerPoint presentation • Computers/monitors and/or Laptop and/or LCD projector to display PowerPoint presentation • Blackboard, flip chart or dry-erase board and appropriate writing implements <ul style="list-style-type: none"> ▪ For POST-PowerPoint activity, you will need a U-shaped table or chairs in a semi-circle ▪ For role-playing after training, create several scenarios between customers and interviewers that are specific to the type of work your company does. <p style="text-align: center;">Room Set-up</p> <ul style="list-style-type: none"> ▪ The PowerPoint portion of this training does not require special room set-up. For the POST-PowerPoint activity, you will need a U-shaped table or chairs in a semi-circle <p style="text-align: center;">Time Needed:</p> <p>About 1 hour 45 minutes for the PowerPoint training; about 1 hour for the POST-PowerPoint training for a group of up to 12 interviewers. A larger group may take more time.</p>
How to make the most of this Module	<p>The presentation is customizable to meet with your company’s standard procedures and protocols, as long as it does not substantively change the content or nature of the training modules. You should view the full presentation to decide if you wish to customize any slides.</p>
How to assess learning	<p>Along with questions and answers during the PowerPoint training, the post-PowerPoint activity will allow you to assess learning while reinforcing customer satisfaction skills.</p>



Marketing Research Association

Group II: Advanced Interviewer Training “Customer Satisfaction”

Facilitator Guide

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OVERVIEW

Customer satisfaction studies carry additional responsibility that does not exist in other types of research studies. The interviewer is not only a marketing researcher but is also an extension of the client.

This module enables the trainer to provide interviewers with the tools to complete customer satisfaction surveys by incorporating customer service skills and recognizing what factors influence participation.

The trainer's ability to impart these skills greatly affects how well respondents, as well as clients, perceive customer satisfaction studies.

Objectives

By the end of this module the trainee will be able to successfully:

1. Define customer satisfaction studies and customer service
2. Identify factors that influence respondent cooperation
3. Develop successful techniques for interviewing respondents during customer satisfaction surveys

Materials

- The CD that contains the PowerPoint presentation
- Computers/monitors and/or Laptop and/or LCD projector to display PowerPoint presentation
- Blackboard, flip chart or dry-erase board and appropriate writing implements

POST-POWERPOINT ACTIVITY:

- For **POST**-PowerPoint activity, you will need a U-shaped table or chairs in a semi-circle
- For role-playing after training, create several scenarios between customers and interviewers that are specific to the type of work your company does.

Length of module:

The PowerPoint will take approximately 1 hour 15 minutes to do. The **POST** - PowerPoint activity will take about 1 hour for a group of up to 12 interviewers. A larger group size may require more time.

Points of Focus:

The focus of this training is to have interviewers incorporate customer satisfaction skills with interviewing. The trainer does this through group discussion and role-plays. The following are questions and exercises to assist trainers in gaining participation from their group.

Slides 1-3: Introduce the topic and objective of the module.

Slides 4-5: You are defining customer satisfaction for your group.

Slide 6: This slide shows just a few examples of types of customer satisfaction studies. Ask the group to name several more.

Slide 7: Ask the Questions and allow the interviewers to offer their views.

Slide 8: Before presenting Slide 8, ask “What are some of the challenges of customer satisfaction interviewing?” This helps interviewers to reference studies that they may have previously worked on.

Slide 10: Ask the group “How do you think the Client would want you to interact with his/her customer?”

Slides 12-27: Introduction of customer service skills to interviewers.

Slide 16: Stop to allow the interviewers to respond, then go on to Slide #17.

Slides 28-37: Stop at Slide #37. After presenting this section, pose the question, “Of everything you have learned about the Do’s & Don’ts, what will be most useful to you, and why?”

Slide 38-42: These slides deal with handling refusals. Before presenting this slide, ask the group, “What objections might you typically encounter?”

Slides 43-48: These slides deal with handling customer complaints that about the client’s product or service, not about the interview.

**** Please note that an exam is also provided with the Facilitator Guide to assess learning from the course. ****

Role Playing and Scenarios

Time: About 1 hour

INSTRUCTIONS:

1. Have the group sit in a **U** shape with the trainer in the middle, or have the interviewers place their chairs in a semi-circle.
2. Read a scenario that you have prepared that is specific to the type of work your company does.
3. Select someone to respond.
4. Read another scenario.
5. The last person to read a scenario will select the next person to respond.

Note: The trainer should take notes about the participants' ability to respond to the questions. This information should be shared with management and their peers.