**Training Fiche Template**

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| **Title** | **Focusing on Listening to Customers** | | |
| **Keywords (meta tag)** | Feedback; active listening; data collection tools | | |
| **Language** | English | | |
| **Objectives  / Goals / Learning outcomes** | By the end of the session students will be able to:  LO1: Identify ways to listen to customer feedback.  LO2: Show customers you are listening.  LO3: Use tools to gain customer feedback. | | |
| **Training area: (Select one)** | | | |
| **Online / Digital Marketing / Cyber-Security** | | | **X** |
| **E-Commerce / Financing** | | |  |
| **Digital Well-Being** | | |  |
| **Smart work / Digital Nomads** | | |  |
| **Description** | **This session is focused on tools and techniques to actively listen to customers and the important messages they are sending to us (directly and indirectly). The focus will include both the secondary data available but also how to best collect and utilise primary data to better understand today’s customers but also tomorrow’s. Integration of effective customer listening helps to identify not only current issues but also opportunities for the future and how to pursue or resolve them as well as creating a stronger relationship with our customers leading to greater loyalty.** | | |
| **Contents arranged in 4 levels** | 1. **Module name: Focusing on listening to customers**   **3.1 Unit name: Identify ways to listen to customer feedback**  3.1.1 What is customer feedback?  3.1.2 Why is listening important?  3.1.3 Types of customer feedback  **3.2 Unit name: Show customers you are listening**  3.2.1 How to listen and act  3.2.2 Feedback to customers after listening  **3.3 Unit name: Using tools to gain customer feedback**  3.3.1 Collecting information  3.3.2 Formal tools (primary data)  3.3.3 Formal tools (raw, secondary data) | | |
| **Self-evaluation (multiple choice queries and answers)** | 1. Customer feedback must:    1. **Be a dynamic process.**    2. Involve senior employees in an organization.    3. Provide real-time information to the organization.    4. Be undertaken when things go wrong. 2. We must listen to customers by:    1. Letting them talk.    2. By observing their behaviours.    3. Using their preferred channels of communication.    4. **All of the above.** 3. In collecting data, we should not:    1. Resolve issues of bias.    2. Be aware of GDPR requirements.    3. **Choose only key customers to collect data from.**    4. Use reliable measures. 4. Which of the following is not a primary data collection tool for customer feedback:    1. Focus groups    2. Web-Based data collection tools    3. Interviews    4. **Social media** | | |
| **Toolkit (guidelines, best practices, checklist, lessons learned…) TO BE USED BY CTS / CASE** | **Name** |  | |
| **Description** |  | |
| **Link of interest** |  | |
| **Resources (videos, reference link)** | <https://www.pendo.io/glossary/customer-feedback/>  <https://convas.io/blog/customer-feedback-loop>  <https://blog.hubspot.com/service/listening-to-customers>  <https://www.entrepreneur.com/article/250378> | | |
| **Related material** |  | | |
| **Related PPT** |  | | |
| **Bibliography** | Gordon C. Bruner II. (2021). *Marketing Scales Handbook: Multi-Item Measures for Consumer Insight Research, Volume 11*. GCBII Productions, LLC.  Richard K. Miller, & Kelli Washington. (2020). *Retail Business Market Research Handbook 2021-2022: Vol. Nineteenth edition*. Richard K. Miller & Associates | | |
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