



### Workshop on Customer Satisfaction and Loyalty Management

April 13 – 17, 2026, 1<sup>st</sup> Run: Lagos & Port Harcourt

October 12 – 16, 2026, 2<sup>nd</sup> Run: Lagos & Abuja

**For Tutor -Led Class:** 9am – 4:30pm

**Workshop fee: Lagos:** N350, 000,

**Abuja / Port Harcourt:** N400, 000 per Participant

**Delivery Mode:** In-person / Live Virtual / Hybrid

**Online course fee:** N300, 000 per Participant

**Available for In-plant Training**

**700 U\$D for foreign  
Participants**

#### **Program Overview:**

Every business organization's success depends on the satisfaction of the customers. In any business the customers always come "first" and then the profit. Those companies that are succeeding to satisfy the customers fully will remain in the top position in a market. Today's business company has known that customer satisfaction is the key component for the success of the business and at the same time it plays a vital role to expand the market value.

Have you ever wondered what makes some organizations shine in the hearts and minds of customers and achieve the highest levels of customer delight and at the same time generate record profits? In this course we will give a practical insight into the workings of such successful organizations and help you create a roadmap that will take your organization to this new height.

#### **For Whom:**

This program is designed for Marketing Managers and Executives, Customer Relationship Management (CRM) departments, market research, loyalty scheme managers and supervisors, product managers, business unit managers, sales managers and supervisors, customer care managers and supervisors, analysts and any interested decision maker, department head or supervisor.

#### **Learning objectives:**

At the end of the program, participants will be able to:

- explain customer satisfaction, retention and loyalty and measure them in a meaningful and systematic way;
- use of a profitability dimension to any customer loyalty strategy;
- arrange, plan and manage impactful customer satisfaction surveys;
- define customer segments, profiles and models for maximum strategic as well as tactical impact;
- create 'customer value propositions' that work; and
- develop effective loyalty schemes: know what to avoid and how to improve on them.

#### **Course outline:**

##### **Day 1: Key Definitions**

- Customer satisfaction, retention, loyalty and delight
- Levels of loyalty
- Customer satisfaction and loyalty
- Customer delight
- Key loyalty measurements
- Customer Satisfaction Index (CSI) and Customer Retention Rate (CRR)
- Profit impact of CRR
- Customer life expectancy
- Customer loyalty index

##### **Day 2: Loyalty & Profits**

- The cost of loyalty

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- Generally Accepted Accounting Principles (GAAP) shortfall
- Activity Based Costing (ABC)
- Customer profitability and the whale curve
- Customer profitability at best practice companies
- The strategy quadrants

#### **Day 3: Customer satisfaction surveys**

- Surveys and questionnaires
- Objective of the survey
- Population of interest
- Writing the questions
- Sampling methods
- Administration and analysis
- Customer surveys guidelines
- Different survey metrics
- Types of satisfaction surveys: transactional versus image-based satisfaction surveys
- Who and what to measure?
- How to ask
- Loyalty components
- The importance of demographics

#### **Day 4: Segmenting your customers**

- Attitudinal and behavioral dimensions
- Demographic variables, consumer and business
- Customer profiling
- Customer modeling
- Types of business customers (B2B)
- Key to loyalty: a 'customer value proposition' that works
- The value proposition: definitions
- Why a value proposition
- Building the value proposition
- Articulating the value proposition
- The strong value proposition: conclusion

#### **Day 5: Customer loyalty and loyalty schemes**

- How to foster loyalty
- The 6 Ps of customer loyalty
- The two-tier approach
- The laws of customer loyalty
- Loyalty schemes: background and justification
- Loyalty schemes: what to avoid
- Types of loyalty programs
- Reasons to join
- Different loyalty schemes
- Rewards and perceived value
- Maximizing the results

#### **LOCATIONS**

1 - HCA Learning Centre. Acme House 2nd Floor, 23, Acme Road, Ogba, Industrial Scheme, Ikeja, Lagos, Nigeria

2 – FAB By Toprank Hotel, Opposite Old Federal Secretariat Area 1, Garki, Abuja.

3 – Pakiri hotel Ltd., 4 Okwuruola Street, off Stadium Road, Rumuola, Port Harcourt, Rivers State.

**Open Course Fee: N350, 000**

In-plant Fee Negotiable

#### **WORKSHOP FEE:**

**Workshop fee: Lagos: N350, 000 per Participant, VAT-N26,250**

**Abuja / Port Harcourt: N400, 000 per Participant, VAT-N30,000**

Note: this covers Workshop Fee, Tea/coffee break, Lunch, course materials and certificate of attendance.

Payment should be made into our Accounts:

Account Name: Human Capital Associates Global Consult Ltd.

Union Bank of Nig. PLC: Account No: 0097961537

First Bank of Nig. PLC: Account No: 2033683960

Keystone Bank Ltd.: Account No: 1007150325

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#### **Training Methodology**

Lectures, discussions, exercises, and case studies will be used to reinforce these teachings/learning methods.

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