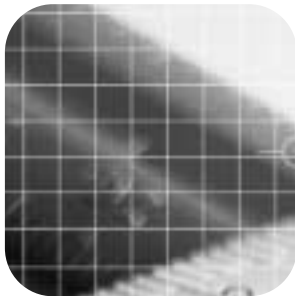




Analysing & Reporting Customer Satisfaction Data

one day seminar £325 (excluding VAT)

Agenda



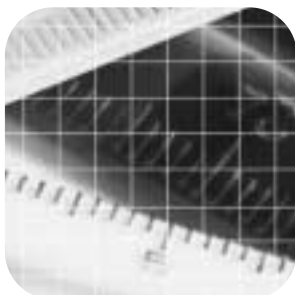
Part 1: Introduction and Excel basics

- ▶ Data considerations
- ▶ Entering formulae
- ▶ Array formulae
- ▶ Creating charts
- ▶ Working with Pivot tables



Part 2: Working with numerical data

- ▶ Calculating means and standard deviations
- ▶ Calculating satisfaction gaps
- ▶ Calculating a Satisfaction Index
- ▶ Segment analysis - are there significant differences?
- ▶ Confidence intervals
- ▶ T-tests and ANOVA
- ▶ Tracking change - are you really getting better?
- ▶ Charting



Part 3: Working with categorical data

- ▶ Calculating percentages
- ▶ Producing cross tabulations
- ▶ Calculating Chi-square statistics
- ▶ Confidence intervals
- ▶ Analysing verbal scales of satisfaction
- ▶ Tracking change
- ▶ Charting



Part 4: An exercise in reporting

- ▶ Concentrating on the key information
- ▶ Reporting the message to senior management
- ▶ Highlighting key outcomes
- ▶ Clarity of reporting

Part 5: Software overview (pros & cons)

- ▶ Excel
- ▶ Keypoint
- ▶ Snap
- ▶ SPSS
- ▶ Statistica

Delegates will receive support after the seminar including:

- ▶ Examples of postal and telephone surveys
- ▶ Access to free AdviceLine staffed by professional researchers

Meets all the requirements of ISO 9000:2000

"Very pleased with the day, it did stretch me but I wasn't left 'drowning'. It refreshed my stats knowledge! I also discovered how much can be done on Excel."

Alison Carver, Consultation & Research Officer, Hampshire Constabulary

To book your place call Ruth Colleton on **01484 467000**
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