

Voice of the Customer Analytics

Designing measurement instruments, analysing quantitative and text data, and turning both into improvement decisions.

Level	Advanced
Duration	3 days · 18 training hours
Fee	999 AED
Group size	5 - 16 participants
Delivery	In-house · Public run
Runs each year	15 March and 18 October

All training programmes are accredited by the Sharjah Private Education Authority.

Programme objectives

- Design a valid, reliable survey that avoids leading questions
- Choose a sample size and method that represents the population
- Analyse CSAT, NPS and customer effort, and interpret differences
- Extract patterns from open-text feedback

Who it is for

CX analysts, quality and measurement officers and institutional research teams.

Prerequisites: Basic spreadsheet skills and familiarity with descriptive statistics.

Programme outline

Day 1 — Designing measurement

- What we measure and why
- Question wording and avoiding bias
- Validity and reliability
- Sampling and sample size

Day 2 — Quantitative analysis

- Calculating and interpreting CSAT, NPS and effort
- Slicing by segment and channel
- When a difference is real
- Trend analysis over time

Day 3 — From analysis to decision

- Coding and analysing open-text feedback
- Linking findings to journey stages
- Building evidence-backed recommendations
- Presenting to leadership

Competencies developed

- Instrument design
- Text analysis
- Statistical analysis
- Presenting findings to leadership

What participants take away

- A ready survey question bank
- A sample size calculator
- A voice-of-customer report template
- A company-issued certificate of attendance

How it is assessed

Analysing a real dataset and presenting a findings report with three evidence-backed recommendations.

About the company

Innovation Excellence Consulting & Training is a Sharjah-based firm working with government and private organisations across the UAE and the region. We deliver management consulting, excellence award readiness, customer experience, corporate innovation, ISO certification and research — alongside accredited, applied training programmes.

Programmes accredited by the Sharjah Private Education Authority · 3,500+ professionals trained · 40 government and private entities

Why train with us

- No less than 40% of every programme is exercises and case work, not lecturing.
- Programmes designed on the ADDIE model, with cases drawn from the participants' own workplace.
- Trainers with genuine field experience in the work they are teaching.
- Delivered in Arabic and English to the same standard — in-house, public or virtual.

Register for this programme

To register, or to run this programme at your premises, get in touch — or register directly from the programme page on our site.

+971 6 558 7807

info@innovationexcellence.ae

+971 55 139 9356

www.innovationexcellence.ae

Office 37, One Center, Al Buttina Sharq St., Sharjah, United Arab Emirates



