BLACKBIRD FOR TRAINING

Strategic Customer Management: Leveraging Satisfaction Metrics & PR Media Messaging

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Paris (France)



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Introduction

In today's competitive business environment, Strategic Customer Management requires more than traditional service—it demands data-driven insights and impactful communication. Organizations must effectively apply Customer Satisfaction Metrics to understand customer behavior, enhance Customer Experience, and build Customer Loyalty. At the same time, crafting strong PR Media Messaging is essential to protect and strengthen Brand Reputation.
This program equips professionals with the tools to measure, interpret, and act upon Customer Insights, while designing communication strategies that align with organizational goals and elevate Corporate Communication.

Course Objectives

By the end of this course, participants will be able to:

- Understand the foundations of Strategic Customer Management and long-term relationship building.
- Identify and apply key Customer Satisfaction Metrics CSAT, NPS, CES, retention rates for decision-making.
- Design and implement effective customer feedback systems for continuous improvement.
- Align Customer Insights with business strategy to drive sustainable growth.
- Develop impactful PR Media Messaging to strengthen Brand Reputation and trust.
- Integrate data-driven customer strategies with PR and communication campaigns to improve Customer Loyalty.

Course Outlines

Day 1: Foundations of Strategic Customer Management

- Customer management in a competitive environment.
- Customer Lifetime Value CLV and relationship marketing.
- Key drivers of customer satisfaction and loyalty.
- Case study: Global leaders in Strategic Customer Management.
- Group exercise: Mapping customer touchpoints.



Day 2: Measuring and Leveraging Customer Satisfaction Metrics

- Overview of key metrics: CSAT, NPS, CES, and retention rates.
- Designing effective feedback systems: surveys, digital tools, social listening.
- Interpreting data for strategic decision-making.
- Using analytics dashboards for real-time customer insights.
- Workshop: Building a customer satisfaction scorecard.

Day 3: Turning Metrics into Strategy

- Linking satisfaction metrics to organizational KPIs.
- Predictive analytics: anticipating customer needs and churn risks.
- Optimizing the customer journey with data.
- Aligning Customer Insights with business strategy.
- Case discussion: How Amazon & Apple use Customer Satisfaction Metrics strategically.

Day 4: Crafting Impactful PR & Media Messaging

- Role of PR in shaping customer perception and Brand Reputation.
- Key elements of impactful messaging: clarity, consistency, credibility.
- Storytelling and emotional connection in media campaigns.
- Traditional vs. digital PR: selecting the right channels.
- Group exercise: Writing a press release using Customer Success Stories.

Day 5: Integrating Customer Insights with PR Strategy

- Transforming customer data into compelling media narratives.
- Crisis communication: managing negative feedback in the media.
- Building trust and credibility through transparency.
- Developing an integrated customer management and PR strategy.
- Final simulation: Designing a satisfaction-driven PR campaign and presenting it to the group.

Why Attend this Course: Wins & Losses!

- Master Strategic Customer Management by turning data into strategy.
- Use Customer Satisfaction Metrics to enhance Customer Experience and build loyalty.
- Strengthen Brand Reputation with compelling PR Media Messaging.
- Gain practical skills through workshops, case studies, and group simulations.
- Improve alignment between customer analytics, marketing, PR, and corporate communication.



Conclusion

The Strategic Customer Management: Leveraging Satisfaction Metrics & PR Media Messaging program is designed to be more than just a training—it is a transformational journey for professionals who want to bridge the gap between customer analytics and corporate communication. By completing this course, participants will not only master the use of Customer Satisfaction Metrics such as CSAT, NPS, and CES, but they will also gain the ability to interpret these metrics in a way that drives organizational performance and creates actionable strategies for Customer Experience and Customer Loyalty.

Moreover, the course goes beyond numbers, focusing on the human and communication side of customer management. Participants will learn to translate Customer Insights into compelling PR Media Messaging, develop storytelling techniques that resonate with stakeholders, and implement crisis communication strategies that protect and enhance Brand Reputation. Through a combination of case studies, simulations, and group exercises, attendees will gain hands-on experience in aligning analytics with communication strategies that reinforce trust and credibility.

Ultimately, this program equips professionals in customer experience, marketing, PR, and corporate communication with a dual advantage: the ability to use data-driven insights to optimize customer management and the skill to craft persuasive media narratives that amplify those insights to internal and external audiences. Graduates of this course will leave with a comprehensive toolkit to strengthen their organization's competitive edge, build long-lasting relationships with customers, and position their brand as a trusted leader in today's fast-changing market.

