



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Measure Customer Satisfaction and Recommend Corrective Action

Business, Commerce and Management Studies / Generic Management

Unit Standard 243269 · NQF Level 5 · 14 Credits · 11 Days

COURSE OVERVIEW

This course equips learners with the skills to systematically measure customer satisfaction within a business unit, interpret results, and recommend corrective actions. It focuses on using appropriate measurement tools, analyzing feedback, and proposing improvements to enhance service delivery.

Category	Business, Commerce and Management Studies
Subfield	Generic Management
Unit Standard	243269
Accreditation	SAQA Accredited · NQF Level 5 · 14 Credits
Duration	11 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply appropriate measurement tools to gather customer satisfaction data within a business unit.
- Analyze collected data to identify trends, gaps, and areas for improvement.
- Evaluate the impact of customer satisfaction levels on business performance.
- Design corrective action plans based on findings and stakeholder input.
- Implement corrective actions and monitor their effectiveness.
- Demonstrate the ability to communicate recommendations clearly to relevant stakeholders.

WHO SHOULD ATTEND

- This course is designed for team leaders, supervisors, and customer service managers responsible for monitoring and improving customer satisfaction in their business units.

COURSE OUTLINE

Day 1: Introduction to Customer Satisfaction

- What is customer satisfaction?
- Importance of customer satisfaction for business growth
- Key drivers: quality, service, price, and experience
- Overview of customer satisfaction measurement
- Introduction to corrective action

Day 2: Customer Satisfaction Measurement Methods

- Qualitative methods: interviews, focus groups
- Quantitative methods: surveys, questionnaires
- Sampling techniques and sample size
- Designing effective survey questions
- Bias and validity in measurement

Day 3: Data Collection and Management

- Data collection planning
- Using electronic and paper-based tools
- Data entry and coding
- Data storage and confidentiality
- Quality checks and validation

Day 4: Analysing Customer Satisfaction Data

- Descriptive statistics: mean, median, mode
- Trend analysis over time
- Gap analysis: expectations vs. perceptions
- Visualisation: bar charts, line graphs, pie charts
- Reporting key findings

Day 5: Identifying Root Causes of Dissatisfaction

- Root cause analysis techniques: 5 Whys, fishbone diagram
- Cause-and-effect relationships
- Prioritisation matrix
- Documenting findings
- Case studies on dissatisfaction

Day 6: Developing Corrective Action Plans

- Components of a corrective action plan
- SMART goals
- Action steps and milestones
- Resource allocation
- Risk assessment and contingency

Day 7: Implementing Corrective Actions

- Change management principles
- Communication strategies
- Monitoring and tracking tools
- Overcoming resistance to change

- Real-world implementation examples

Day 8: Evaluating Corrective Action Effectiveness

- Evaluation metrics and KPIs
- Pre- and post-implementation comparison
- Continuous improvement cycle
- Reporting and feedback loops
- Case study evaluation

Day 9: Customer Relationship Management and Feedback Systems

- Overview of CRM systems
- Automated feedback collection
- Integrating feedback with CRM
- Data-driven decision making
- Best practices in customer engagement

Day 10: Advanced Topics and Industry Applications

- Net Promoter Score (NPS) and Customer Satisfaction Score (CSAT)
- Industry-specific case studies (retail, service, manufacturing)
- Ethics in customer feedback
- Preparing for practical application
- Review of key concepts

Day 11: Integration and Final Assessment

- Comprehensive case study: measure, analyse, correct
- Developing a full corrective action proposal
- Presentation skills
- Peer and facilitator feedback
- Course wrap-up and certification

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **14 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 40,300.00	R 40,300.00
1	In-House	R 52,400.00	R 52,400.00
1	On-Campus (Pretoria)	R 60,500.00	R 60,500.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	17 Aug 2026	On-Campus	Mauritius
04 Aug 2026	18 Aug 2026	On-Campus	Cape Town, South Africa
05 Aug 2026	19 Aug 2026	On-Campus	Dubai, UAE
06 Aug 2026	20 Aug 2026	On-Campus	Pretoria, South Africa
06 Aug 2026	20 Aug 2026	On-Campus	Lagos, Nigeria
07 Aug 2026	21 Aug 2026	On-Campus	Johannesburg, South Africa
10 Aug 2026	24 Aug 2026	On-Campus	Cape Town, South Africa
11 Aug 2026	25 Aug 2026	On-Campus	Dubai, UAE

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 243269) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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