

CUSTOMER SATISFACTION & RELATIONSHIP PROGRAM

Onsite — 2 days

Consumers are the most important part of every business unit. With increasing business competition and for the sake of business sustainability, attention to consumers has become focused on efforts to satisfy consumers and make consumers loyal. The business world has recognized that consumer satisfaction and consumer loyalty will have a direct impact on business improvement and business profits

Learning Objectives

- Understand the essence of customer satisfaction
- Understand the essence of customer loyalty
- Understand the relationship between customer satisfaction and company profits
- Marketing activities that need to be considered in satisfying customers and increasing customer loyalty
- Understand the essence of the Customer Relationship Management program.

Learning Scope

Day 1

- Customer Satisfaction & Value
- Workshop
- Empathy Map and Customer Journey
- Workshop

Day 2

- Servuction System, Service profit chain and 8Ps for customer Satisfaction
- Customer satisfaction measurement
- Customer Loyalty & Loyalty Ladder, Customer Relationship Management
- Share of Wallet, Cross Sell and Up Sell.

Learning Methods

- Short lecturing
- Concept application
- Workshop
- Group discussions

Participants

Associate Managers and those who must or will perform leadership functions and have responsibility for achieving organizational targets.

Consultant



RUBY HERMANTO

Ruby has core expertise in Brand Management and Marketing Communication. He has experience in overseeing companywide strategy and execution of marketing communication, as well as Managing Research, Product Development, Budget Control and Business Planning. His current focus is Banking, Fast Moving Consumer Goods, and Telecommunication.



RUBEN SARAGIH

Ruben has expertise in leadership, performance management, and business processes. He is a founder of Indonesia Happiness Club. Ruben has 20 years of career experience in a variety of large companies ranging from services, retail, distribution, and manufacturing which in the last 5 years at the level of directors.



ALFRED ALBERT T.

Alfred has expertise in branding and strategic marketing. Alfred has exposure to several market-leading companies in the industry of Healthcare, Fast Moving Consumer Goods, and Media. His marketing expertise covers developing Strategic Planning, building Brand Equity, developing integrated Marketing programs, executing Marketing Research as well as developing people & organizations.

**Subject to availability*

Tuesday - Wednesday

08:30 - 16:00 WIB

16 - 17 September 2025

11 - 12 November 2025

Investment

IDR 6.700.000,-

Subject to 11% VAT.

Early Bird:

- Investment fee deduction of 10% for payments made 5 (five) days prior to the program commencement
- For corporate partnership or deals, please contact our Business Partnership Officer +62 811-1991-1168 (Phone/Whatsapp)