

Arranging & Running Successful Customer Focus Groups

Written by Administrator

Monday, 21 February 2011 14:48 - Last Updated Tuesday, 07 February 2012 17:05

The aim of this course is to develop your confidence and competence in arranging and running effective customer focus groups as a method of collating customer feedback

Who Should Attend?

Anyone who wishes to set up and successfully run either external or internal customer focus groups

Benefits:

By the end of the course you will be able to:

- Effectively recruit customers to attend customer focus groups
- Successfully facilitate customer focus groups
- Develop improvement actions based on customer feedback

Course Overview:

- What are customer focus groups? What are the benefits? What are the concerns?
- Recruiting customers for focus groups - who, when and how
- The role of the facilitator
- Skills needed for effective facilitation including self assessment of own skill levels
- Dealing with difficult situations
- Welcoming customers, introducing the discussion topics
- Practising facilitating a discussion group
- Action planning

Course Length:

One day Workshop 09.00 to 17.00 with an hour for lunch.

We can run this course for you in-company at favourable rates for 4 or more people. Please contact us on **01628 526535** or [email us](#) .