



**Harley House**  
Consultants Inc.

# Measuring Client Satisfaction (HH-05)

## ***Making Communicators Better Managers – Making Managers Better Communicators***

### **Introduction**

This three-session virtual course (or one-day classroom delivery), introduces participants to a wide range of primary and secondary research tools that can be used by communicators to measure internal and external client satisfaction with communications outputs and services.

### **Schedule**

- Day 1** (2 hours) Introductions & Individual Objectives  
 Session I – Introduction to Measuring Client Satisfaction
- Why Measure Client Satisfaction
  - Introduction to Client Satisfaction Research Tools
  - GofC Opinion Research Policy
- Session II – Designing Research Tools
- Research Objectives
  - Types of Questions
  - Sampling
  - Analysis & Reporting

#### ***On-line Survey Completion***

- Day 2** (2 hours) Session III – Presentation of On-line Survey Results  
 Session IV – Design of Client Satisfaction Strategies
- Annual Internal Management Surveys
  - Post-Project Reviews
  - User Surveys
  - Secondary Data Sources
- Session V – Case Studies
- Review Assignments
  - Breakout Groups

#### ***Breakout Group Assignment***

- Day 3** (1 hour) Session VI - Breakout Group Presentations  
 Session VII - Review & Wrap-up

### **Overview**

The focus of this course is on communications research rather than on public opinion research.

The specific communications research tools reviewed include:

- Annual Internal Management Surveys
- Post-Project Reviews
- User Surveys
- Secondary Data Sources

This hands-on session involves drafting actual research tools, developing sampling plans and compiling and reporting on results.

### **Who Will Benefit?**

Junior to mid-level communications officers, and communications advisors at the IS-2 to IS-4 level who are involved in communications research and evaluation.

### **How Will You Benefit?**

Participants will leave the session with an understanding of why, when and how to measure internal and external client satisfaction with communications outputs and services.

### **Fees:**

Remote Learning – Video Conferencing: \$3,000 per Department/Agency - max 12 participants (includes printed participants manual)  
 In classroom: \$500.00 per participant (Fee includes: Manual, Lunch, Breaks)

### **Schedule:**

<b>Venue:</b>	<b>Date:</b>	<b>Location:</b>
Virtual Delivery	Negotiable	Remote
Classroom	TBD	National Capital Region

### **For More Information / To Register:**

For more information, or to register, please contact Dale Harley at 613-882-5684 or at [dale@harleyhouse.com](mailto:dale@harleyhouse.com)  
 For more information about other Communications Training sessions visit our web site at [www.harleyhouse.com](http://www.harleyhouse.com)