We are pleased to announce a new workshop offered by University of Washington’s Foster School of Business Center for Sales and Marketing Strategy.

**Back to Basics: Using Customer Satisfaction to Drive Loyalty, Behavior, and Financial Outcomes**

**March 15th, 5:30 p.m. to 9:30 p.m., Foster School of Business**

A 2006 study showed that customer satisfaction is the only metric that predicts sales, market share, gross margin, cash flow, and shareholder return. Yet, a 2017 study of over 70,000 customers showed that managers do a poor job predicting and measuring customer satisfaction. As such, companies invest heavily in strategic initiatives that are not aligned to customer needs. This workshop uses multiple case studies to show how companies can improve their customer-satisfaction program to drive strategic priorities and predict financial outcomes. You can view the workshop agenda [here](#).

During this workshop you will learn:

- **Best practices for measuring and managing customer satisfaction**: The workshop will share best practices for measuring customer satisfaction, drivers, and loyalty using a survey-based approached. It will discuss the differences between transactional measurement and strategic measurement of customer satisfaction.
- **How you can predict financial metrics using customer satisfaction scores**: Using cases from banking, B2B, financial services, healthcare, hospitality and manufacturing we will illustrate ways to link customer satisfaction to sales, margins, EBITDA, and market share.
- **A process to identify and monitor strategic priorities using customer satisfaction**: The workshop will present a systematic methodology to identify strategic priorities that can be integrated in the strategy planning and performance monitoring process.

Prior to the session, attendees have the opportunity to network at the opening reception. Registration fees include the reception, parking, and the executive EMBA style workshop.
Speakers:
Robert W. Palmatier, Professor of Marketing at UW, Research Director of Center of Sales and Marketing Strategy
Vikas Mittal, J. Hugh Liedtke Professor of Marketing, Rice University
Hari Sridhar, Center for Executive Development Professor of Marketing, Texas A&M University

Workshops offered through the center often sell out quickly so be sure to reserve your space today!

Early bird registration (until February 15th, 2018) - $225.00
Regular registration (after February 15th, 2018) - $325.00

Please contact Jisu Kim or Rob Palmatier for questions.

Best regards,

Rob

Robert Palmatier, PhD
Professor of Marketing
John C. Narver Endowed Professor in Business Administration
Research Director of Center of Sales and Marketing Strategy
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