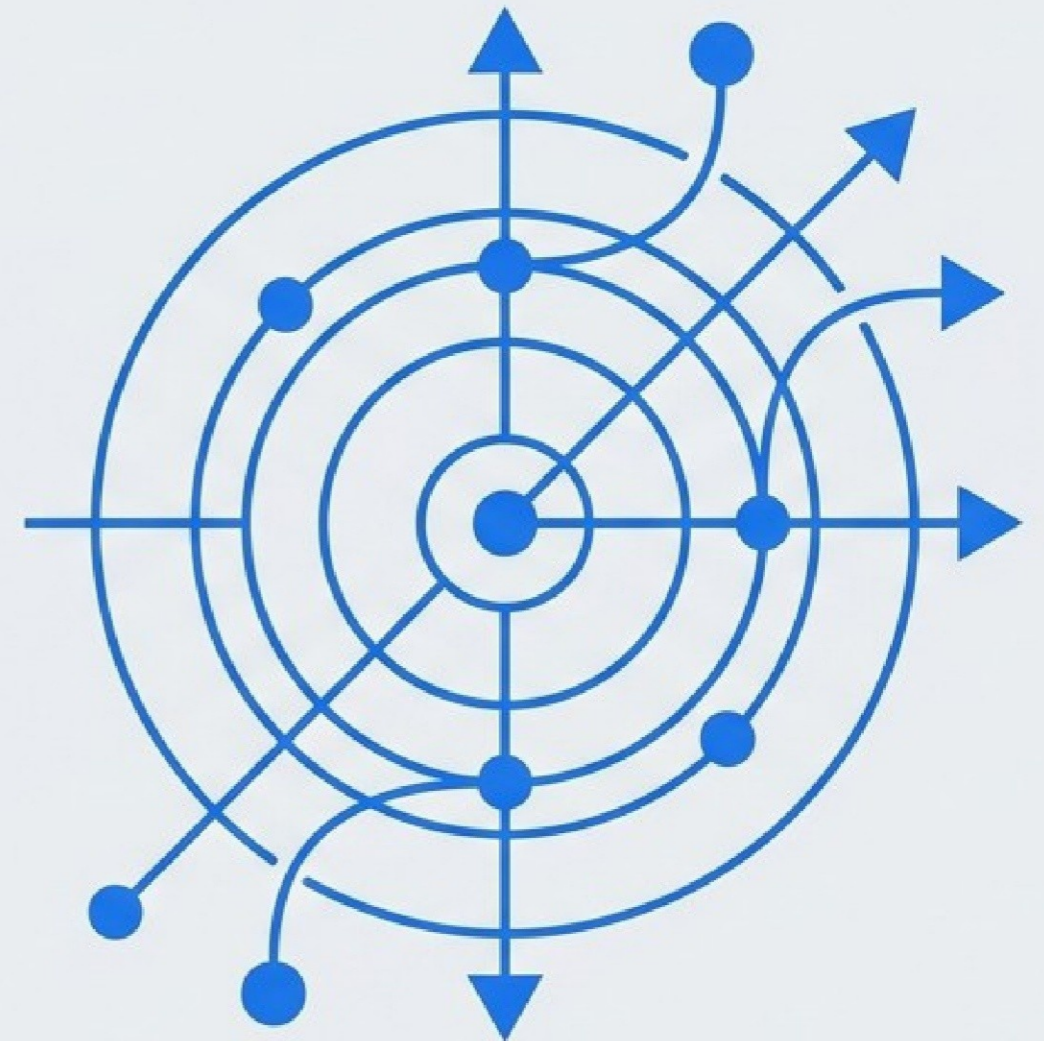


# Kano Customer Satisfaction Model Corporate Training

Assess Customer Satisfaction And Prioritize Product Features With Precision

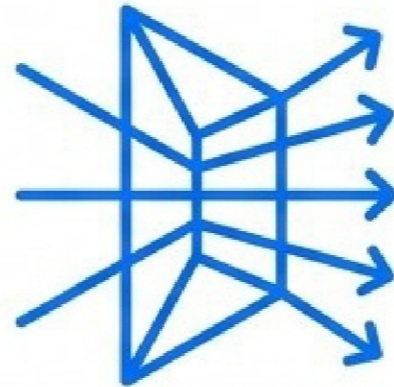


# The Customer Satisfaction Paradigm Shift

## Traditional Approach

- Guesswork In Product Development
- Over-Reliance On Multiple Vendors
- Budget Constraints And Resource Waste

## The Kano Catalyst



Strategic Feature  
Categorization

Data-Driven  
Prioritization

## Enterprise Outcome

- ✓ Market Edge And Differentiation
- ✓ Efficient Resource Allocation
- ✓ Unmet Needs Recognized

# Program Fundamentals At A Glance



6 - 8 Hours  
Duration



Instructor-Led  
Group Training



Virtual, On-Site, Or  
Off-Site Delivery



10,000+ Verified  
Certified Trainers



Course Completion  
Certificate

# The Capability Activation Staircase

## Prerequisite

- ✓ No Prior Experience Required
- ✓ Open To All Professional Levels

## Milestones

- ✓ Identify Basic And Performance Needs
- ✓ Categorize Using The Kano Framework
- ✓ Apply Customer Surveys And Focus Groups

## Mastery

- ✓ Better Decision-Making
- ✓ Enhanced Product Development
- ✓ Increased Customer Satisfaction

# Strategic Curriculum Architecture

## Phase One

Discovery And  
Fundamentals

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**Introduction To Kano  
Model, Identifying  
Customer Needs**

Establish the foundational  
research tools to determine  
true customer requirements.

## Phase Two

Classification And  
Strategy

---

**Categorizing Needs,  
Prioritizing Needs**

Map identified needs into  
distinct categories to ensure  
long-term market success.

## Phase Three

Cross-Functional  
Application

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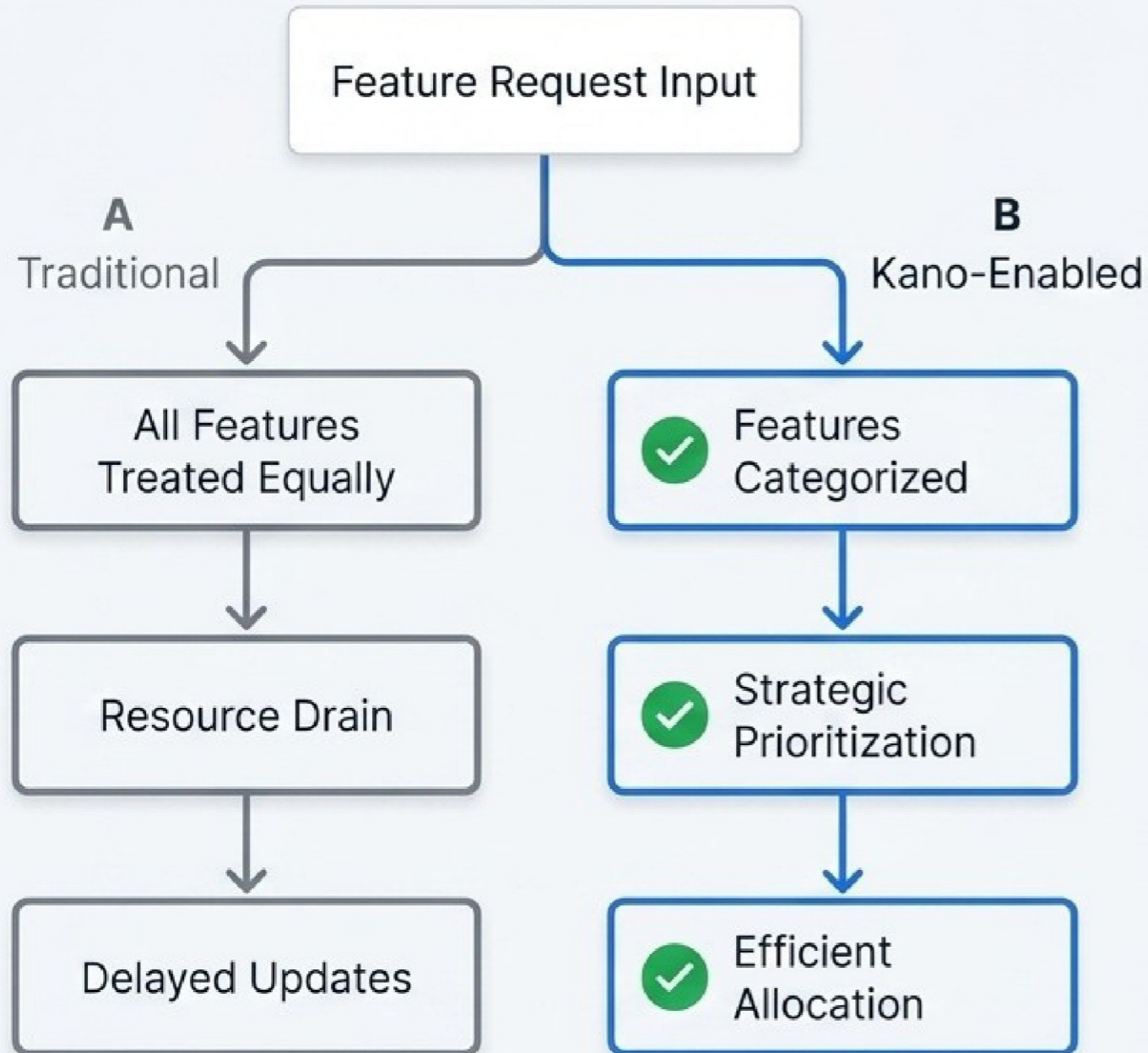
**Product Development,  
Marketing, Customer  
Service**

Deploy the framework across  
business units to drive  
differentiation and  
experience.

# Phase One: Uncovering True Requirements



# Phase Two: The Prioritization Framework



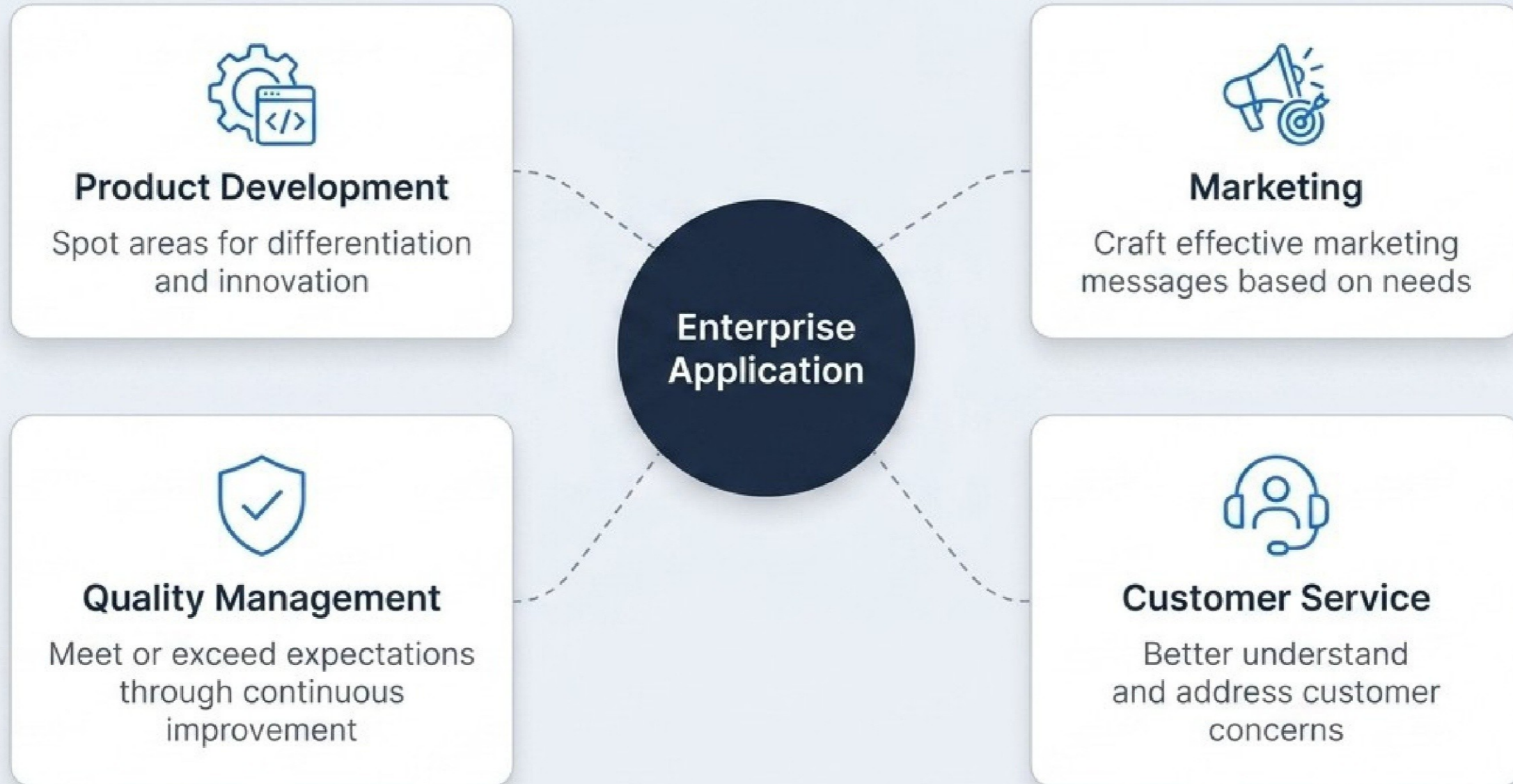
**Basic Needs** (Essential for functional baseline)

**Performance Needs** (Linear impact on satisfaction)

**Excitement Needs** (Unexpected features for market edge)

**Indifference Needs** (Minimal impact on user experience)

# Phase Three: Cross-Functional Deployment



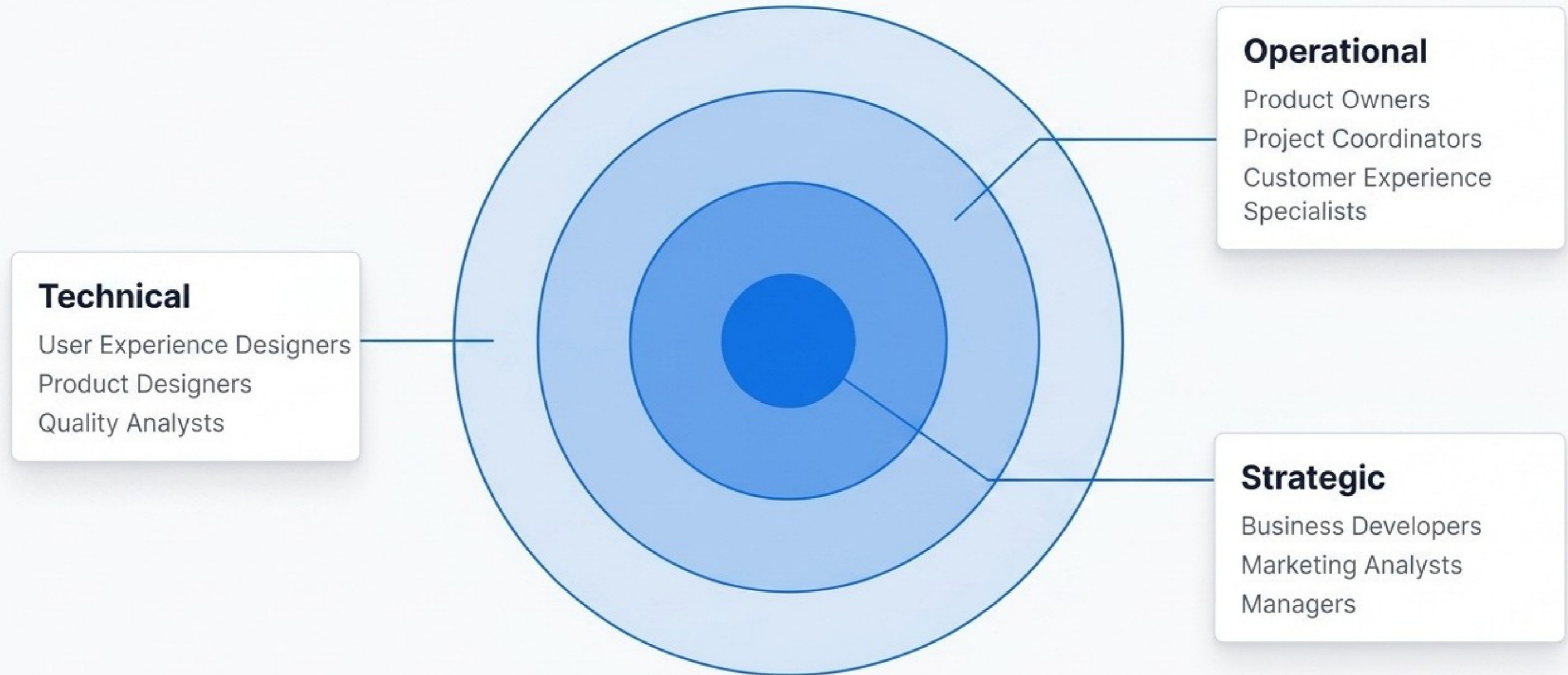
# The Customer Requirement Matrix

Feature Category	Identification Method	Enterprise Value
Basic Features	Customer Surveys	Prevents Dissatisfaction
Performance Features	Focus Groups	Allocates Resources Efficiently
Excitement Features	Data Analysis	Creates Market Innovation

# Return On Investment Transformation Flow



# Target Audience Alignment



# Flexible Enterprise Delivery Modalities



## Virtual Live Training

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- ✓ Consistent Training Quality Globally
- ✓ No Travel Requirements
- ✓ Easily Scales For Large Groups



## On-Site Face To Face

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- ✓ Tailored To Specific Workplace Environment
- ✓ Improves Team Collaboration
- ✓ Direct Interaction For Quick Clarification



## Off-Site Face To Face

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- ✓ Distraction-Free Learning Engagement
- ✓ Improves Team Bonding And Morale
- ✓ Dedicated Focus Away From Daily Tasks

# Proof of Impact

*“The Kano Customer Satisfaction Model course revolutionized how I approach my daily responsibilities. As a Customer Experience Analyst, understanding product strategy was essential, and this training delivered beyond all expectations. The knowledge gained has been immediately applicable to mission-critical projects and initiatives. The instructor's insights on Kano analysis methodology have proven instrumental in my professional advancement.”*

## **Derrick Dixon**

Customer Experience Analyst

A Global Product Excellence Consulting Firm

# Global Delivery And Accessibility



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Organizations Globally**

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