Referral Programmes and Review Response Course: Building Client Advocates for CX Leaders

15 – 19 August 2027
Kuala Lumpur

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Ref: 799_37636 **Date:** 15 – 19 August 2027 **Location:** Kuala Lumpur **Fees:** 4000 GBP

Programme Summary

Referral programmes and review response are the subject of this one-week training course for heads of customer experience, marketing and customer service at managerial level, ending in a customer advocacy plan for one brand. Customers shape reputation in public through reviews, yet few organisations manage this work as one process. The programme moves from advocate identification to diagnosis of review and referral gaps, then to design of programmes, response protocols and incident handling, and to a plan leaders can adopt. Mars Training Centre UK delivers this programme on referral programmes and review response to mixed-organisation cohorts.

The Business Case

Hotels, banks, retailers and healthcare providers are judged by strangers who read reviews before they buy. Satisfied customers rarely speak up unless asked, while unhappy ones post at once. Leaders who invite advocacy, answer reviews with discipline and repair incidents quickly can shift public perception when one team owns the process and measures it.

- Referral Volume: Rises as satisfied customers are identified, asked and thanked in a planned way.
- Public Rating Quality: Improves as reviews are answered promptly and issues are fixed at source.
- Acquisition Cost: Falls as recommendations replace part of paid promotion.

Principles and Evidence Base

- Net Promoter Score: Measures willingness to recommend, applied in Sessions 1 and 5 to advocate identification and measurement.
- Voice of the Customer: Gathers customer statements and groups them by theme, applied in Session 2 to review analysis.
- Social Proof: Explains why people follow the visible choices of others, applied in Session 3 to referral and review design.
- Reputation Recovery: Describes how a public failure handled openly can restore trust, applied in Session 4 to incident response.

Intended Participants

- Heads of customer experience who answer for how customers rate the organisation.
- Marketing managers who run referral, loyalty and review programmes.
- Customer service leaders who answer public complaints and reviews.
- Communications and digital leads who monitor and respond to public comment.

Typical settings include hospitality, banking, retail, healthcare and telecommunications.

Learning Outcomes

1. Participants will be able to evaluate which customers are ready to act as advocates.
2. Participants will be able to diagnose gaps in review handling and referral practice from public evidence.
3. Participants will be able to design a referral programme with clear asks, rewards and limits.
4. Participants will be able to construct a review response protocol that fits positive and negative cases.
5. Participants will be able to prioritise reputation incidents by reach and risk.
6. Participants will be able to justify a customer advocacy plan and its measures to a senior sponsor.

Programme Structure

Day 1: Customer Advocacy and Advocate Identification

Which customers would recommend the organisation, and what makes them do so?

- Advocate Segmentation Grid
- Net Promoter Score Reading
- Advocacy Journey Map
- Moment of Delight Inventory
- Advocacy Ownership Charter

Day 2: Diagnosing Review and Referral Gaps

Where do reviews and referrals show the organisation losing or winning trust?

- Review Theme Coding
- Voice of the Customer Digest
- Competitor Rating Comparison
- Unanswered Review Audit
- Referral Leakage Check

Day 3: Designing Referral Programmes and Review Practice

How are customers asked, helped and thanked without pressure or distortion?

- Referral Programme Blueprint
- Ask Timing Rules
- Reward and Limit Table
- Social Proof Content Plan
- Review Request Standard

Day 4: Response Protocols and Reputation Incidents

How does a team answer public comment and repair a reputation incident?

- Review Response Protocol
- Tone and Wording Guide
- Incident Severity Ladder
- Reputation Recovery Sequence
- Escalation and Approval Path

Day 5: Customer Advocacy Plan for One Brand

Do the earlier tools combine into one plan that a sponsor can adopt?

- Applying the Session 1 Advocate Segmentation Grid
- Testing the Session 2 Review Theme Coding
- Checking the Session 3 Referral Programme Blueprint
- Rehearsing the Session 4 Review Response Protocol
- Completing the Customer Advocacy Plan

Methodology

The programme uses case analysis built on prepared files for two brands, one a hotel group and one a retail bank, each with review extracts, survey scores, complaint notes and referral records. Participants work in groups, draft review responses, and defend their plan to peers acting as a senior sponsor.

- Suggested activity: Answering a set of angry and glowing reviews and comparing tone across the group.
- Suggested activity: Redesigning a referral reward that currently invites misuse.
- Suggested activity: Ranking three reputation incidents by reach and risk and agreeing the first response.

Capstone Output

Each participant completes a customer advocacy plan for one brand. It holds an advocate segmentation, a referral programme blueprint, a review response protocol, an incident ladder and a measure set with owners. The plan is used at work to brief a senior sponsor and to agree duties among marketing, service and communications teams.

Frequently Asked Questions

Is a training programme on referral programmes and review response suitable for managers new to advocacy work?

Yes. Referral programmes and review response are taught through prepared files and templates. The programme assumes responsibility for customer experience, marketing or service, but no earlier work on reputation management.

Which models do referral programmes and review response rest on?

Referral programmes and review response rest on Net Promoter Score, voice of the customer, social proof and reputation recovery, each applied to prepared brand cases.

How is the plan from referral programmes and review response used at work?

You use the customer advocacy plan to brief your senior sponsor, agree duties among marketing, service and communications teams and start the review routine.

How do referral programmes and review response differ from a general digital marketing programme?

Referral programmes and review response concentrate on customer recommendations, public comment and trust repair, while a general digital marketing programme concentrates on channels, content and paid campaigns.