



# Virtual Reality Training and Customer Satisfaction in Lagos Manufacturing: Three-Month Post-Training Insights

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## Abstract

In Lagos, Nigeria, a high-tech manufacturing firm implemented virtual reality (VR) training to enhance customer satisfaction. A pre- and post-training survey was conducted among customers who received VR-enhanced services, focusing on areas such as product knowledge, service quality, and overall experience. Customer satisfaction scores increased by an average of 25% in the VR training group compared to baseline levels, indicating a significant positive effect. The VR training programme successfully improved customer satisfaction, with notable improvements in areas such as product knowledge and service quality. Manufacturing firms should consider incorporating VR training into their customer engagement strategies to enhance service delivery and satisfaction.

**Keywords:** *Virtual Reality, Customer Satisfaction, Lagos, Nigeria, Empirical Study, Quantitative Analysis, Behavioural Economics, Cross-Sectional Survey*

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