GLOBAL TRAINING INSTITUTE

Measuring and Managing Customer Satisfaction



GTI - Coordination Office and International Relations (Accredited Programs)

Course Description

The Measuring and Managing Customer Satisfaction training course focuses on equipping participants with a comprehensive understanding of ISO 9001 standards and their application in enhancing customer satisfaction. Participants will explore key terms, definitions, and requirements of ISO 9001, learning effective customer-centric strategies and best practices to provide exceptional customer service. This course aims to help organizations differentiate their brand and stand out in a competitive marketplace.

Who Should Attend

This course is suitable for a wide range of professionals, particularly those interested in quality management and customer service improvement. It is ideal for:

- Customer Service Managers.
- Quality Assurance Managers.
- Customer Service Representatives.
- Individuals seeking to learn about ISO 9001 and its practical applications.

Course Objectives

By the end of this training course, participants will be able to:

- Foster employee engagement with the ISO 9001 quality management system.
- Relate quality management practices to enhance customer service satisfaction.
- Understand the roles and responsibilities of internal auditors in improving management systems.
- Explain key concepts of Quality Assurance and Continuous Improvement.
- Set SMART objectives to measure, assess, and improve customer satisfaction.

Course Content

Introduction to Quality Control

- Key components and structure of the ISO 9001 standard.

Assessing Customer Service Standards

- Techniques for measuring and evaluating customer service effectiveness.

Effective Communication Skills

- Strategies for enhancing communication, negotiation, and conflict resolution.

Steps for ISO 9001 Implementation

- Key actions required for successful implementation of ISO 9001.

Understanding Customer Expectations

- Techniques for identifying and exceeding customer expectations.

Monitoring Customer Satisfaction

- Methods for effectively measuring and analyzing customer satisfaction levels.

Empowering Employees for Service Excellence

- Strategies to empower staff to deliver outstanding customer service.

Handling Customer Complaints

- Techniques for managing complaints and converting negative experiences into positive outcomes.

Continuous Improvement Framework

- Developing action plans for ongoing enhancement of quality management and customer satisfaction.