

# Managing Service Quality and Customer Satisfaction

## Course

### Venue Information

---

**Venue:** London UK

**Place:**

**Start Date:** 2026-06-16

**End Date:** 2026-06-20

### Course Details

---

**Net Fee:** £4750.00

**Duration:** 1 Week

**Category ID:** P,CS,SAMC

**Course Code:** P,CS,SAMC-27

### Syllabus

---

## Course Syllabus

### Introduction

In this increasingly competitive world, customers are in a position to demand forever increasing levels of service and quality. Rather than simply react to their demands, successful companies are proactive in the way they manage quality and continuously seek to improve levels of customer satisfaction. In this programme, you will:

- Learn about Customer Service and Quality Management Tools
- Learn how to improve Customer Satisfaction
- Improve your people skills
- Learn how to proactively manage and control expectations

- Help influence and set customer expectations

- Measure their own degree of customer focus and be able to apply a variety of methods to get closer to the customer
- Implement improved people skills to enhance customer service
- Improve service to internal customers as well as external customers
- Use skills to build effective relationships

## **Content**

### **Day one**

#### **Introducing Quality Management and Customer Services**

- Introduction to Quality Management
- The history of Quality in business
- Basic Quality concepts
- What is it that Customers want
- How can we calculate the total cost of Quality
- Customer satisfaction is a perception and can be managed
- Setting customer expectations
- Changing internal perceptions
- Getting closer to customers
- Understanding customer needs and expectations
- Commitment starts at the top of the organisation

### **Day two**

#### **Service Quality - Tools and Techniques**

- Five steps to Effective Quality Management
- Beginning with measurement
- Then we need methods of Control
- Continuous Improvement
- Service Quality Tools and Techniques
- Questionnaires
- Pareto Analysis
- Nominal Group Technique
- Cause and Effect Analysis
- Solution Effect Analysis
- Selection Grid

### **Day Three**

#### **Managing Customer Expectations**

- Exceeding customer expectations every time
- Determining how to exceed expectations
- It's the little things that matter – increased satisfaction at minimal cost
- Asking for feedback on performance

**Day Four**

### **People Skills to Deliver Excellent Customer Service**

- Back to basics – communicating with our customers
- Identify Listening Styles for you and your customer
- Building Rapport
- Influencing skills
- Persuasion techniques
- Dealing with Difficult Customers
- Understanding Customer Behaviours
- Understanding where Anger comes from
- Developing Emotional Intelligence

### **Day Five**

#### **Making it happen**

- A look at Quality Management Systems
- ISO, Balanced Scorecard, Six Sigma
- Producing a Plan of Action
- Improving customer Satisfaction in 5 quick steps