

## EFFECTIVE CUSTOMER SERVICE AUDIT

“Evaluating Service Performance to Strengthen Customer Satisfaction, Retention, and Brand Loyalty”

### Schedule

Date	Venue	Fees (Face-to-Face)
21 - 25 Sep 2026	London, UK	USD 3495 per delegate

► Available delivery methods: Face-to-Face & Online Training

### Introduction

Customer service is a critical factor in organizational success and long-term brand loyalty. However, without systematic assessment, many companies lack visibility into the quality, consistency, and effectiveness of their service delivery. A customer service audit helps identify performance gaps, measure satisfaction, ensure compliance with service standards, and improve overall customer experience (CX).

This 5-day training program equips customer service managers, quality professionals, and auditors with the skills and frameworks to plan and conduct effective customer service audits. The course emphasizes both internal service evaluation and external customer perception analysis to drive measurable improvements in service culture, operational efficiency, and customer engagement.

### Objectives

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

- Understand the principles and methodology of customer service auditing
- Design and implement a comprehensive service audit program
- Assess performance against service level agreements (SLAs) and KPIs
- Evaluate customer interactions, feedback, and satisfaction data
- Develop action plans that enhance customer service delivery and consistency

## Why Attend

- To improve service quality and ensure alignment with customer expectations
- To identify training, process, and system gaps impacting service delivery
- To create a structured framework for continuous service improvement
- To enhance customer loyalty through measurable service enhancements
- To support ISO standards, customer experience initiatives, and internal audit programs

## Target Audience

This program is designed for:

- Customer service and call center managers
- Quality assurance and customer experience professionals
- Internal auditors and business process managers
- Service delivery team leaders and trainers
- Anyone responsible for customer satisfaction and service performance

## Individual Benefits

Key competencies that will be developed include:

- Customer service audit planning and execution
- Service quality measurement and SLA compliance assessment
- Interviewing, mystery shopping, and survey analysis techniques
- Audit reporting and action planning
- Service process evaluation and root cause analysis

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger alignment of service delivery with organizational goals and customer needs
- Improved customer satisfaction, retention, and complaint resolution metrics
- Consistent service standards across channels and teams
- Audit-driven service culture and performance accountability
- Insights to guide customer-centric transformation initiatives

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Service excellence frameworks, standards, and benchmarks
- Case Studies - Real-world customer service audits and audit failures
- Workshops - KPI review, mystery audit design, and customer journey mapping
- Peer Exchange - Service audit experiences and sector-specific insights
- Tools - Audit checklists, evaluation forms, interview guides, and reporting templates

## Course Outline

Detailed 5-Day Course Outline

**Training Hours: 7:30 AM - 3:30 PM** Daily Format: 3-4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 - 02:00

### Day 1: Foundations of Customer Service Auditing

- Module 1: Introduction to Customer Service Audit (07:30 - 09:30) • Purpose, scope, and types of service audits • Differences between internal quality audits and service performance reviews
- Module 2: Understanding Customer Expectations and Standards (09:45 - 11:15) • What customers value - quality, empathy, responsiveness • Service charters, codes of conduct, and SLAs
- Module 3: Preparing for a Service Audit (11:30 - 01:00) • Defining audit objectives and success criteria • Identifying data sources, channels, and touchpoints
- Module 4: Workshop - Draft an Audit Plan (02:00 - 03:30) • Build a service audit scope and checklist

### Day 2: Tools and Techniques for Service Evaluation

- Module 1: Customer Service KPIs and Metrics (07:30 - 09:30) • First contact resolution, CSAT, NPS, AHT, and call quality scores • Using dashboards and reports to guide the audit
- Module 2: Evaluating Customer Interactions (09:45 - 11:15) • Call monitoring, email/chat review, and documentation checks • Scoring rubrics and consistency calibration
- Module 3: Customer Feedback and Survey Analysis (11:30 - 01:00) • Voice of the Customer (VoC) tools • Root cause analysis of complaints and satisfaction trends
- Module 4: Simulation - Call and Email Quality Review (02:00 - 03:30) • Practice scoring real interactions using evaluation templates

### Day 3: Audit Execution and Data Gathering

- Module 1: On-Site and Remote Audit Methods (07:30 - 09:30) • Observation, interviews, mystery customer audits • Using automation and analytics
- Module 2: Engaging Staff and Minimizing Resistance (09:45 - 11:15) • Preparing teams for audit • Building trust and openness during evaluations
- Module 3: Documentation and Evidence Collection (11:30 - 01:00) • Forms, screenshots, feedback logs, and trend reports
- Module 4: Group Activity - Conduct a Mini-Audit (02:00 - 03:30) • Participants simulate audit of a customer service process

### Day 4: Analysis, Reporting, and Action Planning

- Module 1: Interpreting Results and Identifying Gaps (07:30 - 09:30) • Scoring trends, benchmarking, and root cause identification
- Module 2: Writing Effective Audit Reports (09:45 - 11:15) • Structure, tone, prioritization, and action-focused language
- Module 3: Post-Audit Follow-Up and Improvement Plans (11:30 - 01:00) • Setting corrective actions and tracking progress • Engaging leadership and front-line teams
- Module 4: Workshop - Report Writing & Feedback (02:00 - 03:30) • Write and review sample audit findings

### Day 5: Building a Customer-Centric Audit Program

- Module 1: Integrating Service Audits with Business Strategy (07:30 - 09:30) • Linking audit outcomes to training, recognition, and process design
- Module 2: Continuous Improvement and Innovation (09:45 - 11:15) • Using audit trends to inform service redesign • Embedding a listening culture
- Module 3: Final Presentations - Service Audit Project (11:30 - 01:00) • Participants present their audit plans and improvement ideas
- Module 4: Wrap-Up and Certification Ceremony (02:00 - 03:30) • Discussion, Q&A, and certificate distribution

## Certification

Participants will receive a Certificate of Completion in Effective Customer Service Audit, validating their skills in auditing customer service performance and driving continuous service excellence through structured assessments.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

<p><b>In-House / Customized Training</b></p> <p>Interested in running this course for your team?</p> <p>Please contact us:</p>	<p>TEL:</p> <p><b>+601116373203</b></p>	<p>EMAIL:</p> <p><b>info@mawaevents.net</b></p>
--	---	---

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.