

## MANAGING SERVICE QUALITY AND CUSTOMER SATISFACTION

*“Deliver Exceptional Service, Build Customer Loyalty, and Drive Long-Term Business Success.”*

### Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

### Introduction

In a competitive marketplace where customers have endless choices, service quality and customer satisfaction are the key differentiators that determine business success. Organizations that consistently deliver superior customer experiences not only retain their clients but also turn them into powerful advocates for the brand.

The Managing Service Quality and Customer Satisfaction course provides participants with practical frameworks, measurement tools, and best practices to design, implement, and sustain service excellence programs. Participants will learn how to identify customer needs, measure satisfaction levels, manage service delivery processes, and continuously improve quality to exceed expectations.

Through interactive sessions, case studies, and practical exercises, this course empowers professionals to build a customer-centric culture and translate service excellence into measurable business growth.

### Objectives

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

- Understand the key drivers of service quality and customer satisfaction.
- Design and implement effective service quality management systems.
- Measure customer satisfaction using proven tools and techniques.
- Identify service gaps and develop improvement strategies.
- Manage customer complaints and recover service failures effectively.
- Build a culture of customer focus and continuous improvement across the organization.

## Why Attend

Customer satisfaction is no longer optional—it's a strategic necessity. This course equips you with the knowledge and skills to deliver service excellence consistently and align organizational processes with customer expectations.

You'll learn how to transform your customer service approach from reactive to proactive, ensuring long-term loyalty and sustainable profitability. By applying these techniques, your organization will stand out for its reliability, responsiveness, and care in every customer interaction.

## Target Audience

This course is suitable for:

- Customer Service Managers and Executives
- Quality Assurance Professionals
- Marketing and Brand Managers
- Operations and Service Delivery Managers
- Sales and Account Managers
- Frontline Supervisors and Team Leaders
- Anyone involved in customer relationship or service improvement initiatives

## Individual Benefits

- Learn to assess and enhance your organization's service quality performance.
- Develop communication and problem-solving skills to handle customer issues.
- Gain confidence in measuring and improving customer satisfaction levels.
- Understand how to manage customer expectations effectively.
- Strengthen your ability to create positive and lasting customer relationships.
- Build professional expertise in customer experience management.

## Organizational Benefits

- Improve overall service quality and consistency.
- Increase customer satisfaction, loyalty, and retention rates.
- Reduce service complaints and enhance brand reputation.
- Align teams and departments toward a unified customer service vision.
- Foster a culture of excellence and accountability.
- Gain a competitive advantage through exceptional customer experience delivery.

## Instructional Methodology

The course applies a highly interactive, practical learning approach, including:

- Real-life service quality case studies and best practices
- Group discussions and experience sharing
- Role-playing and service recovery simulations
- Tools and templates for quality measurement and improvement
- Instructor-led workshops and feedback sessions
- Action planning to apply learning within your organization

## Course Outline

### Module 1: Understanding Service Quality and Customer Satisfaction

- Defining service quality and customer satisfaction
- The relationship between service quality, loyalty, and profitability
- The SERVQUAL model and its applications

### Module 2: Measuring and Monitoring Service Quality

- Tools and metrics for assessing customer satisfaction
- Voice of the Customer (VoC) and feedback systems
- Using KPIs and customer journey mapping

### Module 3: Managing Customer Expectations and Experiences

- Identifying customer needs and perception gaps
- Designing service standards and delivery processes
- Aligning people, process, and technology

### Module 4: Handling Complaints and Service Recovery

- Effective complaint management strategies
- Turning dissatisfied customers into loyal advocates
- The psychology of service recovery and communication

### Module 5: Building a Culture of Service Excellence

- Leadership’s role in driving service quality
- Employee empowerment and engagement in service delivery
- Continuous improvement and innovation in customer experience

### Module 6: Implementing a Service Quality Framework

- Developing a service quality improvement plan
- Benchmarking and performance review
- Sustaining long-term customer satisfaction and loyalty

## Certification

Upon successful completion, participants will receive a Certificate in Managing Service Quality and Customer Satisfaction, acknowledging their ability to design, deliver, and sustain high-quality service standards and customer experience strategies.

## 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.

### In-House / Customized Training

Interested in running this course for your team?

Please contact us:

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