



Customer Satisfaction & Service Quality: Advanced Level

Quality & ISO Management

QGT-QMS-140 | Advanced | 5 or 10 days | Online, classroom, in-house

Course overview

Customer Satisfaction & Service Quality: Advanced Level is an advanced programme for experienced practitioners in Customer Satisfaction & Service Quality. It covers the principles, the requirements of ISO 9001, ISO 19011, ISO 31000 and ASQ bodies of knowledge, and the practical methods used on site, with case studies from operations in the Gulf, Africa and worldwide. Available online, in the classroom in 60 cities, or in-house.

What participants will be able to do

- Explain the principles, terminology and scope of Customer Satisfaction & Service Quality
- Apply the relevant requirements of ISO 9001, ISO 19011, ISO 31000 and ASQ bodies of knowledge
- Apply advanced analysis methods to real operating data
- Recognise common problems, risks and root causes and choose the right corrective action
- Prepare an improvement plan for their own site or organisation

Who should attend

Designed for quality managers, auditors, engineers and process owners with at least three years of experience.

Course outline (5 days)

Day 1: Core principles revisited

Fast review and recent changes in ISO 9001, ISO 19011, ISO 31000 and ASQ bodies of knowledge

Day 2: Advanced analysis methods

Detailed techniques, data interpretation and calculations

Day 3: Design and performance optimisation

Improving reliability, efficiency and cost

Day 4: Troubleshooting complex cases

Diagnosing multi-cause problems from field data

Day 5: Risk, decisions and integration

Building a risk-based plan and presenting recommendations

What the 10-day edition adds

Day 6: Applied project, part 1 – Apply the week-one methods to a case from your organisation

Day 7: Data and digital tools – Software, spreadsheets and digital tools used in practice

Day 8: Lessons from incidents and audits – What investigations and audit findings teach

Day 9: Applied project, part 2 – Complete, test and refine your solution

Day 10: Presentations and final assessment – Present to the group and complete the final assessment

Fees (USD per participant)

Duration	Live online	Classroom	In-house
5 days	\$3,000	\$5,500	On quote
10 days	\$5,500	\$9,900	On quote

Fees include course material and certificate of completion; classroom fees include refreshments and lunch. In-house training is priced per group.

Dates and cities 2027–2030

Dates	City	Format	Duration	Fee
11–22 Jan 2027	Budapest	Classroom	10 days	\$9,900
7–11 Jun 2027	Edinburgh	Classroom	5 days	\$5,500
14–25 Jun 2027	Kuala Lumpur	Classroom	10 days	\$9,900
12–16 Sep 2027	Muscat	Classroom	5 days	\$5,500
11–22 Oct 2027	Online (live)	Online (live)	10 days	\$5,500
10–21 Jul 2028	London	Classroom	10 days	\$9,900
17–21 Jul 2028	Kigali	Classroom	5 days	\$5,500
2–13 Oct 2028	Prague	Classroom	10 days	\$9,900
8–12 Oct 2028	Doha	Classroom	5 days	\$5,500
6–17 Nov 2028	Online (live)	Online (live)	10 days	\$5,500
9–20 Jul 2029	Lagos	Classroom	10 days	\$9,900
15–19 Jul 2029	Al Khobar	Classroom	5 days	\$5,500
30 Jul – 10 Aug 2029	Frankfurt	Classroom	10 days	\$9,900
9–13 Sep 2029	Algiers	Classroom	5 days	\$5,500
5–16 Nov 2029	Online (live)	Online (live)	10 days	\$5,500
18–29 Mar 2030	Cape Town	Classroom	10 days	\$9,900
8–12 Apr 2030	Madrid	Classroom	5 days	\$5,500
1–12 Jul 2030	Marrakech	Classroom	10 days	\$9,900
12–16 Aug 2030	Lagos	Classroom	5 days	\$5,500
30 Sep – 11 Oct 2030	Online (live)	Online (live)	10 days	\$5,500

How to register

Register online or scan the code

<https://qimmatrainig.com/courses/customer-satisfaction-and-service-quality-advanced-level/>

WhatsApp: +971 50 697 0908

Email: training@qimmatrainig.com

