



Customer Satisfaction & Service Quality Masterclass

Quality & ISO Management

QGT-QMS-182 | Masterclass | 5 or 10 days | Online, classroom, in-house

Course overview

Customer Satisfaction & Service Quality Masterclass is a senior-level masterclass on strategy and performance 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
- Use practical tools, checklists and calculations with confidence
- Recognise common problems, risks and root causes and choose the right corrective action
- Build a business case and roadmap their leadership team can act on

Who should attend

Designed for quality managers, auditors, engineers and process owners in senior and leadership roles.

Course outline (5 days)

Day 1: Strategic view of Customer Satisfaction & Service Quality

Trends, regulation and what leading companies do differently

Day 2: Benchmarking and performance

KPIs, maturity models and gap analysis

Day 3: Lessons from major incidents and projects

Decision points that changed outcomes

Day 4: Leading the change

Building the business case, budget and team capability

Day 5: Masterclass forum

Expert panel, peer exchange and personal roadmap

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
30 May – 3 Jun 2027	Riyadh	Classroom	5 days	\$5,500
25 Jul – 5 Aug 2027	Sharm El Sheikh	Classroom	10 days	\$9,900
27 Sep – 1 Oct 2027	Bangkok	Classroom	5 days	\$5,500
4–15 Oct 2027	Cape Town	Classroom	10 days	\$9,900
11–15 Oct 2027	Online (live)	Online (live)	5 days	\$3,000
27–31 Mar 2028	Luanda	Classroom	5 days	\$5,500
10–21 Apr 2028	Athens	Classroom	10 days	\$9,900
7–11 Aug 2028	Lisbon	Classroom	5 days	\$5,500
21 Aug – 1 Sep 2028	Zurich	Classroom	10 days	\$9,900
6–10 Nov 2028	Online (live)	Online (live)	5 days	\$3,000
26–30 Mar 2029	Lagos	Classroom	5 days	\$5,500
11–22 Jun 2029	Casablanca	Classroom	10 days	\$9,900
17–21 Jun 2029	Muscat	Classroom	5 days	\$5,500
13–24 Aug 2029	Kigali	Classroom	10 days	\$9,900
8–12 Oct 2029	Online (live)	Online (live)	5 days	\$3,000
9–13 Jun 2030	Doha	Classroom	5 days	\$5,500
14–25 Jul 2030	Alexandria	Classroom	10 days	\$9,900
26–30 Aug 2030	Frankfurt	Classroom	5 days	\$5,500
23 Sep – 4 Oct 2030	Cape Town	Classroom	10 days	\$9,900
7–11 Oct 2030	Online (live)	Online (live)	5 days	\$3,000

How to register

Register online or scan the code

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

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