



Customer Satisfaction & Service Quality: Practical Workshop

Quality & ISO Management

QGT-QMS-161 | Practical workshop | 5 or 10 days | Online, classroom, in-house

Course overview

Customer Satisfaction & Service Quality: Practical Workshop is a hands-on workshop built around exercises and real site problems 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
- Prepare an improvement plan for their own site or organisation

Who should attend

Designed for quality managers, auditors, engineers and process owners who want practice rather than theory.

Course outline (5 days)

Day 1: Workshop briefing and baseline

Participants bring a real problem from their own site

Day 2: Guided practice 1

Hands-on exercises using templates, checklists and calculators

Day 3: Guided practice 2

Simulations and role-play based on Customer Satisfaction & Service Quality scenarios

Day 4: Field cases from the Gulf and Africa

Analysing what went wrong and what worked

Day 5: Action plan and peer review

Each participant leaves with a reviewed improvement plan

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
8–12 Mar 2027	Stockholm	Classroom	5 days	\$5,500
22 Mar – 2 Apr 2027	Prague	Classroom	10 days	\$9,900
5–9 Apr 2027	Kuala Lumpur	Classroom	5 days	\$5,500
9–20 Aug 2027	Sharjah	Classroom	10 days	\$9,900
25–29 Oct 2027	Online (live)	Online (live)	5 days	\$3,000
10–14 Jan 2028	Brussels	Classroom	5 days	\$5,500
23 Jan – 3 Feb 2028	Doha	Classroom	10 days	\$9,900
3–7 Jul 2028	Milan	Classroom	5 days	\$5,500
10–21 Jul 2028	Tunis	Classroom	10 days	\$9,900
28 Aug – 1 Sep 2028	Online (live)	Online (live)	5 days	\$3,000
19–23 Feb 2029	Nairobi	Classroom	5 days	\$5,500
5–16 Mar 2029	Tunis	Classroom	10 days	\$9,900
30 Apr – 4 May 2029	Berlin	Classroom	5 days	\$5,500
4–15 Jun 2029	Toronto	Classroom	10 days	\$9,900
6–10 Aug 2029	Online (live)	Online (live)	5 days	\$3,000
28 Jan – 1 Feb 2030	Istanbul	Classroom	5 days	\$5,500
3–14 Mar 2030	Al Khobar	Classroom	10 days	\$9,900
15–19 Apr 2030	Rome	Classroom	5 days	\$5,500
15–26 Jul 2030	Toronto	Classroom	10 days	\$9,900
19–23 Aug 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-practical-workshop>

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