MERCURY

Managing Service Quality and Customer Satisfaction

28 December 2026 – 1 January 2027
Barcelona (Spain)



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Ref: 5004_1081162 **Date:** 28 December 2026 – 1 January 2027 **Location:** Barcelona (Spain) **Fees:** 5600 Euro

Introduction:

In this increasingly competitive world, customers are positioned to demand ever-increasing levels of service and quality. Rather than react to their demands, successful companies are proactive in managing quality and continuously seek to improve levels of customer satisfaction. Managing service quality and enhancing customer satisfaction is at the forefront of any thriving business strategy.

Implementing a Robust Customer Satisfaction Improvement Plan:

An action plan to improve customer satisfaction is crucial in the contemporary market. This managing service quality and customer satisfaction course provides the necessary foundation and tools, such as customer satisfaction techniques and training, that equip professionals to create and execute strategies for enhancing overall customer happiness, ensuring a consistent approach to service quality improvement.

Targeted Groups:

- This managing service quality and customer satisfaction course is for all business professionals in customer service positions or specific responsibilities for service quality and customer satisfaction.
- Personnel and officers seek to examine and enhance their service quality and customer satisfaction skills, leveraging customer satisfaction tools and techniques to serve their clientele better.

Course Objectives:

At the end of this managing service quality and customer satisfaction course, the participants will be able to:

- Describe how to use Quality Management tools and methods to improve customer satisfaction.
- Build strong customer relationships by applying service quality management processes.
- Help influence and set customer expectations to enhance the quality management services delivered.
- Measure their degree of customer focus and be able to apply a variety of methods to get closer to the customer.
- Implement improved people skills to enhance customer service quality management, leading to higher satisfaction levels.
- Learn how to improve customer satisfaction and create an action plan.
- Improve service to internal and external customers through customer satisfaction training courses.
- Learn how to manage and control expectations within a service quality management framework.
- Use skills to build effective relationships that are key to improving customer satisfaction.

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Targeted Competencies:

At the end of this managing service quality and customer satisfaction course, the target audience will be able to:

- Customer orientation.
- Understand concept thinking.
- Balanced decision-making focusing on service quality and customer satisfaction.
- Quality orientation, ensuring that quality management services meet and exceed customer expectations.
- Understand prospects' motivation through customer service tools and techniques.
- Persuade others using customer satisfaction techniques learned throughout the course.

Course Content:

Unit 1: An Introduction to Quality Management and Customer Services:

- Introduction to quality management.
- Understand the history of quality management in business.
- Basic quality concepts.
- What is it that customers want?
- How can we calculate the total cost of quality?
- Customer satisfaction is a perception that can be managed.
- Set customer expectations.
- Change internal perceptions.
- Get closer to customers.
- Understand customer needs and expectations.
- Commitment starts at the top of the organization.

Unit 2: Service Quality - Tools and Techniques:

- What are the Five steps to effective quality management?
- Begin with measurement.
- Then, we need methods of control.
- Continuous improvement.
- Service quality tools and techniques.
- Questionnaires.
- Pareto analysis.
- Nominal group technique.
- Cause and effect analysis.
- Solution effect analysis.
- Selection grid.

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Unit 3: Managing Customer Expectations:

- Exceed customer expectations every time.
- Determine how to exceed expectations.
- It's the little things that matter - increased satisfaction at minimal cost.
- Ask for feedback on performance.
- Understand ongoing evaluation of effectiveness to ensure satisfaction.
- Maximize the value you deliver.
- Understand different customer styles.

Unit 4: People Skills to Deliver Excellent Customer Service:

- Back to basics and communicating with our customers.
- Identify listening styles for you and your customer.
- Build rapport.
- Influence skills.
- Persuasion techniques.
- Deal with demanding customers.
- Understand customer behaviors.
- Understanding where anger comes from.
- Develop emotional intelligence.

Unit 5: Service Quality:

- Service a look at quality management systems.
- ISO, balanced scorecard, and Six Sigma.
- Produce a plan of action.
- Improve customer satisfaction in 5 quick steps.