



# **Managing Service Quality and Customer Satisfaction Seminar**

7 – 11 December 2026  
Madrid (Spain)



## Managing Service Quality and Customer Satisfaction Seminar

**Ref:** 8094\_269908 **Date:** 7 – 11 December 2026 **Location:** Madrid (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. Understanding and implementing customer service quality management is essential for anyone looking to excel.

Join us for an enlightening seminar on quality service management and customer satisfaction. This comprehensive event delves into the vital aspects of service excellence and customer-centric strategies. Discover innovative approaches to enhancing service quality, fostering customer loyalty, and driving business growth.

Our expert speakers will share invaluable insights, best practices, and actionable tips to empower you to deliver unparalleled service experiences. Take advantage of this opportunity to elevate your service standards and exceed customer expectations. Embark on a journey towards sustainable success in service management and customer satisfaction.

### Targeted Groups

- All Business Professionals in Customer Service Positions are responsible for service quality and customer satisfaction.
- Personnel and officers seek to examine and enhance their service quality and customer satisfaction skills through training and workshops.

### Conference Objectives

At the end of this customer service training seminar, participants will be able to:

- Describe how to use Quality Management tools and methods.
- Build strong customer relationships.
- Help influence and set customer expectations.
- 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.
- Learn how to improve Customer Satisfaction.
- Improve service to internal customers as well as external customers.
- Learn how to manage and control expectations proactively.
- Use skills to build effective relationships.

## Targeted Competencies

By the end of this customer service training seminar, target competencies will be able to:

- Customer orientation.
- Conceptual thinking.
- Balanced decision-making.
- Quality Orientation.
- Understanding of prospects' motivation.
- Persuade others.

## Quality Management in Customer Service: Enhancing Your Strategy

Under the customer service quality management umbrella, developing a detailed strategy that aligns with customer expectations and business goals is paramount. This customer service workshop delves into how quality management systems and practices can be tailored to meet customer service's dynamic needs.

## Conference Content

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

- Introduction to Quality Management.
- The History of Quality 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.
- Setting Customer Expectations.
- Changing Internal Perceptions.
- Getting Closer to Customers.
- Understand customer needs and expectations.
- Commitment starts at the top of the organization.

## **Unit 2: Service Quality - Tools and Techniques**

- Five Steps to Effective Quality Management.
- Beginning 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.

## **Unit 3: Managing Customer Expectations**

- Exceed customer expectations every time.
- Learn about determining how to exceed expectations.
- It's the little things that matter - increased satisfaction at minimal cost.
- Ask for feedback on performance.
- Know how to evaluate 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 - communicating with our customers.
- Identify Listening Styles for you and your customer.
- Building Rapport.
- Influencing Skills.
- Persuasion techniques.
- Dealing with Difficult Customers.
- Understanding Customer Behaviours.
- Understanding where Anger comes from.
- Developing Emotional Intelligence.

## **Unit 5: Service Quality**

- A Look at Quality Management Systems.
- ISO, Balanced Scorecard, Six Sigma.
- Producing a Plan of Action.
- Improving Customer Satisfaction in 5 Quick Steps.