

# € TRAINING

Managing Service Quality and Customer  
Satisfaction



10 - 14 November 2024  
Istanbul (Turkey)



# Managing Service Quality and Customer Satisfaction

REF: C558 DATE: 10 - 14 November 2024 Venue: Istanbul (Turkey) - Fee: 5850 Euro

## Introduction:

In this increasingly competitive world, customers are in a position to demand ever-increasing levels of service and quality. Rather than simply react to their demands, successful companies are proactive in the way they manage quality and continuously seek to improve levels of customer satisfaction. In this program, you will:

## Conference Objectives:

At the end of this conference the 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 own 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
- Improve service to internal customers as well as external customers
- Use skills to build effective relationships

## Targeted Audience:

- Directors and those responsible for Profitable growth within the Organization.
- All business professionals in customer-facing positions or with specific responsibilities for Service Quality and Customer Satisfaction
- Personnel new to the role, as well as more experienced officers seeking to examine and enhance their service quality and customer satisfaction skills
- Marketing professionals looking for a compelling strategic edge in the market
- Team leaders looking to relate to their teams and to higher management

## Conference Outlines:

### Unit 1: Introducing 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 and can be managed
- Setting customer expectations
- Changing internal perceptions
- Getting closer to customers
- Understanding 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:

- Exceeding customer expectations every time
- Determining how to exceed expectations
- It's the little things that matter - increased satisfaction at minimal cost
- Asking for feedback on performance
- Ongoing evaluation of effectiveness to ensure satisfaction
- Maximize the value you deliver
- Understanding 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: Making it Happen:

- A look at Quality Management Systems
- ISO, Balanced Scorecard, Six Sigma
- Producing a Plan of Action
- Improving customer Satisfaction in 5 quick steps