

# € TRAINING

Customer Satisfaction Improvement Action  
Planning



9 - 13 June 2025  
Casablanca (Morocco)



# Customer Satisfaction Improvement Action Planning

REF: V1104 DATE: 9 - 13 June 2025 Venue: Casablanca (Morocco) - Fee: 3685 Euro

## Introduction:

The Customer Satisfaction Improvement Action Planning training program helps participants analyze feedback, identify improvement areas, and create actionable plans to boost satisfaction levels.

## Program Objectives:

At the end of this program the participants will be able to:

- Describe how to use Quality Management tools and methods to measure their own degree of customer focus and influence customer expectations effectively.
- Build strong customer relationships by implementing improved people skills and enhancing service to both internal and external customers.
- Develop strategies and skills for harnessing Internet and Social Media tools to create and maintain meaningful relationships with customers.
- Measure their own degree of customer focus and apply various methods to get closer to the customer, improving service internally and externally.
- Implement improved people skills to enhance customer service and build effective relationships, both internally and externally.
- Use skills to build effective relationships and set customer expectations while developing strategies for utilizing Internet and Social Media tools to maintain sustainable relationships with customers.

## Targeted Audience:

- Directors and those responsible for Profitable growth within the Organization.
- 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.

## Program Outlines:

## Unit 1:

### Navigating Practical Challenges in Industry Standards and Methodologies:

- Major Practical Issues.
- Industry Standard Terminology.
- Industry Methodologies, Standards Best Practices.
- Business Mapping of Operations.
- Flow Charts.
- Quality Assurance TQM Issues.

## Unit 2:

### Optimizing Customer Satisfaction: Strategies for Analysis, Standards, and Alignment:

- Measuring the True Satisfaction Levels of Your Internal External Customers
- How to analyze customer satisfaction?
- How to set service standards?
- How to grade customer expectations?
- How to realign company structure?

## Unit 3:

### Performance Assessment and Strategic Advancement: Understanding Customer Needs, Competitor Positioning, and Risk Analysis:

- How to assess performance and move forward?
- Define customer needs to assess how well you meet them.
- Evaluate competitor strengths and customer ratings.
- Compare your capabilities with customer expectations.
- Analyze cost, benefits, and risks.

## Unit 4:

### Strategic Team Formation and Resource Allocation: Prioritizing Opportunities for Targeted Improvement:

- Pick an improvement team.
- Prioritize opportunities.
- Target results.
- Allocate resources.
- Planning Issues.

### Unit 5:

### Navigating Program-Specific Technology and Management Challenges: Enhancing Information Systems and Implementing Strategic Improvements:

- Program Specific Technology Issues.
- Program Specific Information Technology Issues.
- Management Issues.
- Management Information Needs and Related Systems.
- Implementing Improvements.