

# Measuring & Managing Customer Satisfaction ISO 9001 Course

Marketing, Sales, Customer Service  
Tunis (Tunisia)  
13 - 17 Jul 2025

UK Traininig

# PARTNER

A large, detailed image of chess pieces on a checkered board. In the foreground, a gold king piece stands prominently on a white square. To its left, a silver pawn piece is on a white square. Further back, another silver pawn piece is on a white square. The background features concentric circles and a checkered pattern, suggesting a strategic or competitive theme.

## Measuring & Managing Customer Satisfaction ISO 9001 Course

**Ref:** 321523\_127049 **Date:** 13 - 17 Jul 2025 **Location:** Tunis (Tunisia) **Fees:** 3700 **Euro**

### Course Description

This comprehensive 5-day course equips participants with the knowledge and skills to effectively measure and manage customer satisfaction in accordance with ISO 9001 standards. Attendees will learn practical tools and techniques to assess customer needs, conduct satisfaction surveys, and implement improvement strategies. The course combines theoretical concepts with hands-on exercises to ensure a thorough understanding of customer satisfaction management.

### Learning Objectives

- Understand the principles of customer satisfaction measurement and management
- Learn to design and implement effective customer satisfaction surveys
- Develop skills to analyze and interpret customer feedback data
- Master techniques for improving customer satisfaction and loyalty
- Align customer satisfaction initiatives with ISO 9001 requirements
- Create actionable strategies to enhance overall customer experience

### Course Modules

#### Day 1: Foundations of Customer Satisfaction

- Introduction to customer satisfaction concepts
- ISO 9001 requirements for customer satisfaction
- Customer needs assessment techniques
- Developing a customer-centric organizational culture

#### Day 2: Designing Customer Satisfaction Surveys

- Survey methodologies and best practices
- Crafting effective survey questions
- Sampling techniques and survey distribution methods
- Ensuring survey validity and reliability

#### Day 3: Data Collection and Analysis

- Customer feedback collection tools and platforms
- Quantitative and qualitative data analysis techniques
- Statistical methods for interpreting survey results
- Identifying trends and patterns in customer satisfaction data

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) in the foreground. The text 'UK Training PARTNER' is overlaid on the image.

UK Training  
**PARTNER**

## **Day 4: Improvement Strategies and Action Planning**

- Translating insights into actionable improvements
- Prioritizing customer satisfaction initiatives
- Developing and implementing corrective actions
- Monitoring and measuring the impact of improvements

## **Day 5: Continuous Improvement and ISO 9001 Alignment**

- Integrating customer satisfaction into quality management systems
- Aligning customer satisfaction goals with organizational objectives
- Continuous improvement methodologies for customer satisfaction
- Preparing for ISO 9001 audits related to customer satisfaction

## **Practical Wins for Participants**

- Ability to design and implement effective customer satisfaction measurement systems
- Skills to analyze customer feedback and derive actionable insights
- Techniques to improve customer satisfaction scores and drive loyalty
- Knowledge to ensure ISO 9001 compliance in customer satisfaction management

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles emanating from a point on the board.

UK Training  
**PARTNER**

## Blackbird training cities



Amman (Jordan)



Amsterdam (Netherlands)

Accra (Ghana)

Annecy (France)

Baku (Azerbaijan)

Bali (Indonesia)

Bangkok (Thailand)

Bangkok (Thailand)

Barcelona (Spain)

Batumi (Georgia)

Beijing (China)

Beirut (Lebanon)

Berlin (Germany)

Birmingham (UK)

Bordeaux (France)

Boston, Massachusetts (USA)

Brussels (Belgium)

Cairo (Egypt)

Cape Town (South Africa)

Casablanca (Morocco)

Cascais (Portugal)

Copenhagen (Denmark)

Doha (Qatar)

Dubai (UAE)

Düsseldorf (Germany)

UK Training  
**PARTNER**





## Blackbird Training Category



Human Resource



Audit & Quality Assurance



Finance, Accounting, Budgeting



Marketing, Sales, Customer Service



Secretary & Admin



Law and Contract Management



Project Management



IT & IT Engineering



Supply Chain & Logistics



Management & Leadership



Professional Skills



Oil & Gas Engineering



Health & Safety



Telecom Engineering



Hospital Management



Customs & Safety



Aviation



C-Suite Training



Agile and Refinement



## Blackbird training Clients



MANNAI Trading  
Company WLL,  
Qatar



Alumina Corporation  
Guinea



Booking.com  
Netherlands



Oxfam GB International  
Organization,  
Yemen



Capital Markets  
Authority,  
Kuwait



Waltersmith Petroman Oil Limited  
Nigeria



Qatar National Bank  
(QNB),  
Qatar



Qatar Foundation,  
Qatar



AFRICAN UNION ADVISORY  
BOARD ON CORRUPTION,  
Tanzania



KFAS  
Kuwait



Reserve Bank of  
Malawi,  
Malawi



Central Bank of Nigeria  
Nigeria



Ministry of Interior  
Kingdom of Saudi Arabia  
KSA



Mabruk Oil Company  
Libya



Saudi Electricity  
Company,  
KSA



BADAN PENGELOLA  
KEUANGAN Haji,  
Indonesia



NATO  
Italy



ENI CORPORATE  
UNIVERSITY,  
Italy



Gulf Bank  
Kuwait



General Organization for  
Social Insurance  
KSA



Defence Space Administration  
Nigeria



National Industries  
Group (Holding),  
Kuwait



Hamad Medical  
Corporation,  
Qatar



USAID  
Pakistan



STC Solutions,  
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS  
UN.



Authority for

UK Training  
**PARTNER**



**LONDON TRAINING PROVIDER**



[www.blackbird-training.com](http://www.blackbird-training.com)



[training@blackbird-training.com](mailto:training@blackbird-training.com)



+44 7480 775526 / +44 7401 177335