

Measuring & Managing Customer Satisfaction ISO 9001 Course

Marketing, Sales, Customer Service
Kuala Lumpur (Malaysia)
08 - 12 Sep 2025

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Measuring & Managing Customer Satisfaction ISO 9001 Course

Ref: 321523_131823 **Date:** 08 - 12 Sep 2025 **Location:** Kuala Lumpur (Malaysia) **Fees:** 4200 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 (king, queen, rook, knight, and pawns) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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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.

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