

# Measuring and Managing Customer Satisfaction ISO 9001 and Beyond

Marketing, Sales, Customer Service  
Brussels (Belgium)  
13 - 17 Jan 2025

UK Training

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## Measuring and Managing Customer Satisfaction ISO 9001 and Beyond

**Ref:** 321523\_135317 **Date:** 13 - 17 Jan 2025 **Location:** Brussels (Belgium) **Fees:** 4400 Euro

### Introduction

The Customer's Experience is THE strategic battleground these days.

The internet and Social Media have reduced many industries to commodities to be easily compared and contrasted at the click of a mouse and traded across global borders. The ONE opportunity that these new technologies have not removed indeed are encouraging is the Customer Experience. Satisfied Customers are now the ONLY assurance of continuing success. Satisfying customers gives sales, profits it is FIVE TIMES costlier to get a new customer than to keep an old one and referrals. Customer Satisfaction is FAR too important to be left to chance and consequently, an International Standard, ISO 9001 has been drawn up to ensure consistent delivery of customer service.

### Course Objectives of Measuring and Managing Customer Satisfaction ISO 9001 and Beyond

- Apply the application of quality management principles in the context of ISO 9001
- Create employee "buy-in" to the company's ISO 9001 quality management system
- Relate quality management practices to improve customer service satisfaction
- Describe the responsibilities of internal auditors and their role in improving management systems
- Explain the key concepts of Quality Assurance and Continuous Improvement
- Set SMART objectives to measure, assess and improve customer satisfaction

### Measuring and Managing Customer Satisfaction ISO 9001 and Beyond Course Outlines

#### Day 1

#### Building a ISO 9001 Customer-Focused Communication Process

- What is ISO 9001?
- Understanding the Key Components of ISO 9001
- Identifying Customer Communication Barriers
- Active Listening and Questioning Skills to Improve Customer Relations
- Interpreting your Customer's Nonverbal Communication
- How to determine your DISC communication style?

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The pieces are gold and silver. The board is white and black squares. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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## Day 2

### Principles of ISO 9001 and Total Quality Management “TQM”

- The Origin and Philosophy behind TQM
- ISO 9001 8 Principles
- Deming's Fourteen Points of TQM
- Traditional Management vs. Total Quality Management
- Obstacles to Implementing TQM
- Case Studies: ISO 9001 Customer Service Excellence

## Day 3

### Customer Service Satisfaction Requirements

- What do your customers expect from you?
- Going the Extra Mile to exceed Expectations
- Your Attitude makes a Difference
- Measuring and Monitoring Customer Satisfaction
- Empowering Employees to Better Serve their Customers
- Customer Service Satisfaction Survey

## Day 4

### Customer Service Recovery Strategies

- The Importance of Customer Complaints and Why they should be encouraged
- The Impact of Social Media on Customer Service Complaints
- The Role of the Supervisor in Conflict Resolution
- Techniques for Managing Emotions
- Strategies to Help Calm Upset Customers
- Service Recovery Strategies for Working with Difficult Customers

## Day 5

### Implementing an ISO 9001 System

- Role of Top Management in ISO 9001
- Plan-Do-Check-Act Methodology
- Internal Audit Purpose and Process
- Internal Audit Elements
- Setting SMART Goals for Continuous Improvement
- Developing your ISO 9001 Action Plan

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