Measuring & Managing Customer Satisfaction ISO 9001 Course

8 – 12 February 2027
Madrid (Spain)



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Why This Course

Customer satisfaction is a cornerstone of organizational success and a key requirement under ISO 9001 standards. Organizations that can accurately measure, analyze, and act on customer feedback not only enhance loyalty but also drive continuous improvement and operational excellence.

This intensive 1-week course equips professionals with practical knowledge and hands-on skills to manage customer satisfaction effectively. Participants will learn to design surveys, analyze feedback, and implement improvement strategies that align with ISO 9001 requirements, creating measurable impact on customer experience and organizational performance.

What You'll Learn and Practice

By participating in this program, you will:

- Understand the principles and importance of customer satisfaction measurement.
- Learn to design and implement effective customer satisfaction surveys.
- Develop skills to collect, analyze, and interpret customer feedback data.
- Apply strategies to improve customer satisfaction and build loyalty.
- Align customer satisfaction initiatives with ISO 9001 standards.
- Create actionable plans to enhance overall customer experience and drive continuous improvement.

The Program Flow

Day 1: Foundations of Customer Satisfaction

- Introduction to customer satisfaction concepts and metrics.
- ISO 9001 requirements related to customer satisfaction.
- Techniques for assessing customer needs and expectations.
- Building a customer-centric culture within the organization.

Day 2: Designing Customer Satisfaction Surveys

- Best practices in survey design and methodology.
- Crafting effective, unbiased survey questions.
- Sampling techniques and methods for distributing surveys.
- Ensuring the validity, reliability, and accuracy of survey data.



Day 3: Data Collection and Analysis

- Tools and platforms for collecting customer feedback.
- Quantitative and qualitative analysis methods.
- Statistical techniques for interpreting survey results.
- Identifying trends, patterns, and actionable insights from customer data.

Day 4: Improvement Strategies and Action Planning

- Translating feedback insights into practical improvement actions.
- Prioritizing initiatives to maximize impact on satisfaction.
- Developing and implementing corrective actions.
- Monitoring and measuring the effectiveness of improvements.

Day 5: Continuous Improvement and ISO 9001 Alignment

- Integrating customer satisfaction into the quality management system.
- Aligning satisfaction initiatives with organizational objectives.
- Applying continuous improvement methodologies to customer satisfaction.
- Preparing for ISO 9001 audits related to customer satisfaction processes.

Individual Impact

- Gain the ability to design and manage customer satisfaction measurement systems.
- Strengthen skills in analyzing feedback and deriving actionable insights.
- Develop strategies to improve satisfaction scores and foster customer loyalty.
- Enhance understanding of ISO 9001 requirements and compliance in customer satisfaction management.

Organizational Impact

- Improve customer experience and strengthen long-term relationships.
- Drive continuous improvement and operational excellence through structured feedback processes.
- Align customer satisfaction initiatives with strategic objectives.
- Enhance readiness for ISO 9001 audits and maintain compliance with quality management standards.

Training Methodology

This program blends theory with practical application to ensure participants can implement concepts immediately. Methods include:

- Real-world case studies and examples of customer satisfaction management.
- Hands-on exercises in survey design, data collection, and analysis.
- Group workshops for developing improvement strategies and action plans.



• Tools, templates, and frameworks for continuous monitoring and ISO 9001 alignment.

Beyond the Course

Upon completion, participants will be able to:

• Design and implement effective systems to measure and manage customer satisfaction.
• Analyze feedback data to identify trends and improvement opportunities.
• Implement actionable strategies to enhance customer experience and loyalty.
• Ensure customer satisfaction initiatives are fully aligned with ISO 9001 requirements.

This program provides a structured pathway for professionals to strengthen customer-centric practices, improve satisfaction metrics, and drive continuous improvement within their organizations.

