



*Training Course:
Certified Customer Management Specialist*

*13 - 17 October 2025
Madrid (Spain)
Pestana CR7 Gran Vía*

Training Course: Certified Customer Management Specialist

Training Course code: RR5004 From: 13 - 17 October 2025 Venue: Madrid (Spain) - Pestana CR7 Gran Vía [Training](#)
Course Fees: 5500 € Euro

Introduction

In today's competitive environment, businesses must proactively manage quality and improve customer satisfaction. This program teaches customer service and quality management tools to enhance service delivery. Participants will improve people skills and learn strategies to manage and exceed customer expectations. The focus is on building proactive approaches for long-term success. Attendees will gain practical techniques for elevating satisfaction levels and fostering loyalty.

Target Audience

- All 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

Objectives

- Describe how to use Quality Management tools and methods
- Build strong customer relationships
- Help influence and set customer expectations
- Measure their own degree of customer focus and be able to apply a variety of methods to get closer to the customer
- Implement improved people skills to enhance customer service
- Improve service to internal customers as well as external customers
- Use skills to build effective relationships

Methodology

The program will be highly participative and will include a wide range of methods including presentations, discussions, videos, case studies, and exercises. Where appropriate, these will include real issues brought to the program by delegates.

Outlines

DAY 1 - Introducing Quality Management and Customer Services

- Introduction to Quality Management
- The history of Quality in business
- Basic Quality concepts
- What is it that Customers want
- How can we calculate the total cost of Quality
- Customer satisfaction is a perception and can be managed
- Setting customer expectations
- Changing internal perceptions
- Getting closer to customers
- Understanding customer needs and expectations
- Commitment starts at the top of the organization

DAY 2 - Service Quality - Tools and Techniques

- Five steps to Effective Quality Management
- Beginning with measurement
- Then we need methods of Control
- Continuous Improvement
- Service Quality Tools and Techniques
- Questionnaires
- Pareto Analysis
- Nominal Group Technique
- Cause and Effect Analysis
- Solution Effect Analysis
- Selection Grid

DAY 3 - Managing Customer Expectations

- Exceeding customer expectations every time
- Determining how to exceed expectations
- It's the little things that matter - increased satisfaction at minimal cost
- Asking for feedback on performance
- Ongoing evaluation of effectiveness to ensure satisfaction
- Maximize the value you deliver
- Understanding different customer styles

DAY 4 - People Skills to Deliver Excellent Customer Service

- Back to basics - communicating with our customers
- Identify Listening Styles for you and your customer
- Building Rapport
- Influencing skills
- Persuasion techniques
- Dealing with Difficult Customers
- Understanding Customer Behaviours
- Understanding where Anger comes from
- Developing Emotional Intelligence

DAY 5 - Making it happen

- A look at Quality Management Systems
- ISO, Balanced Scorecard, Six Sigma
- Producing a Plan of Action
- Improving Customer Satisfaction in 5 quick steps

Registration form on the Training Course: Certified Customer Management Specialist

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