



*Conference:  
Managing Service Quality and Customer  
Satisfaction*

*12 - 16 October 2026  
Madrid (Spain)*

## Conference: Managing Service Quality and Customer Satisfaction

Conference code: CO8094 From: 12 - 16 October 2026 Venue: Madrid (Spain) - Conference Fees: 6300 € Euro

### Introduction

In this increasingly competitive world, customers are in a position to demand forever increasing levels of service and quality. Rather than simply react to their demands, successful companies are proactive in the way they manage quality and continuously seek to improve levels of customer satisfaction. In this programme, you will:

- Learn about Customer Service and Quality Management Tools
- Learn how to improve Customer Satisfaction
- Improve your people skills
- Learn how to proactively manage and control expectations

### 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

### Target Audience

- Customer Service Managers and Supervisors
- Quality Assurance and Quality Control Professionals
- Operations and Service Delivery Managers
- Call Center and Customer Support Team Leaders
- Sales and Account Management Professionals
- Frontline Staff dealing with internal and external customers
- Business Development and Client Relationship Managers
- HR and Training Professionals involved in service improvement
- Organizational Development and Performance Improvement Specialists
- Professionals aiming to improve customer satisfaction, service quality, and relationship management

### 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 Conference: Managing Service Quality and Customer Satisfaction

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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