



*Conference:
Managing Service Quality and Customer
Satisfaction*

*7 - 11 September 2026
Kuala Lumpur (Malaysia)*

Conference: Managing Service Quality and Customer Satisfaction

Conference code: CO8094 From: 7 - 11 September 2026 Venue: Kuala Lumpur (Malaysia) - 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

Conference Objectives of Managing Service Quality and Customer Satisfaction

- 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

Conference Methodology of Managing Service Quality and Customer Satisfaction

The conference 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.

Conference Summary of Managing Service Quality and Customer Satisfaction

After completing the program, delegates will be equipped with the tools, models, skills, and confidence to improve and enhance current practices, develop new processes, and monitor their success.

This program will help delegates become customer service champions and equip them with the appropriate confidence, skills, and tools to turn any department into a world-class service provider and the envy of all other internal customers.

Conference Outlines of Managing Service Quality and Customer Satisfaction

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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