



Customer Satisfaction & Service Quality

Quality & ISO Management

QGT-QMS-119 | Foundation | 5 or 10 days | Online, classroom, in-house

Course overview

Customer Satisfaction & Service Quality is an introduction that builds a solid working knowledge in Customer Satisfaction & Service Quality. It covers the principles, the requirements of ISO 9001, ISO 19011, ISO 31000 and ASQ bodies of knowledge, and the practical methods used on site, with case studies from operations in the Gulf, Africa and worldwide. Available online, in the classroom in 60 cities, or in-house.

What participants will be able to do

- Explain the principles, terminology and scope of Customer Satisfaction & Service Quality
- Apply the relevant requirements of ISO 9001, ISO 19011, ISO 31000 and ASQ bodies of knowledge
- Use practical tools, checklists and calculations with confidence
- Recognise common problems, risks and root causes and choose the right corrective action
- Prepare an improvement plan for their own site or organisation

Who should attend

Designed for quality managers, auditors, engineers and process owners, new joiners and anyone who needs a solid grounding in the subject.

Course outline (5 days)

Day 1: Principles and terminology

Scope, key definitions and how Customer Satisfaction & Service Quality fits into daily operations

Day 2: Codes, standards and requirements

What ISO 9001, ISO 19011, ISO 31000 and ASQ bodies of knowledge require, and how to read them

Day 3: Methods, tools and calculations

Step-by-step methods, checklists and worked examples

Day 4: Operation, inspection and common problems

Typical failures, warning signs and what to do about them

Day 5: Case studies, workshop and assessment

Group exercise on real cases and a final knowledge check

What the 10-day edition adds

Day 6: Applied project, part 1 – Apply the week-one methods to a case from your organisation

Day 7: Data and digital tools – Software, spreadsheets and digital tools used in practice

Day 8: Lessons from incidents and audits – What investigations and audit findings teach

Day 9: Applied project, part 2 – Complete, test and refine your solution

Day 10: Presentations and final assessment – Present to the group and complete the final assessment

Fees (USD per participant)

Duration	Live online	Classroom	In-house
5 days	\$3,000	\$5,500	On quote
10 days	\$5,500	\$9,900	On quote

Fees include course material and certificate of completion; classroom fees include refreshments and lunch. In-house training is priced per group.

Dates and cities 2027–2030

Dates	City	Format	Duration	Fee
8–12 Feb 2027	Budapest	Classroom	5 days	\$5,500
3–14 May 2027	Nairobi	Classroom	10 days	\$9,900
20–24 Sep 2027	Rome	Classroom	5 days	\$5,500
11–22 Oct 2027	Johannesburg	Classroom	10 days	\$9,900
6–10 Dec 2027	Online (live)	Online (live)	5 days	\$3,000
24–28 Jan 2028	Budapest	Classroom	5 days	\$5,500
14–25 Feb 2028	Kigali	Classroom	10 days	\$9,900
14–18 Aug 2028	Kuala Lumpur	Classroom	5 days	\$5,500
27 Aug – 7 Sep 2028	Jeddah	Classroom	10 days	\$9,900
23–27 Oct 2028	Online (live)	Online (live)	5 days	\$3,000
15–19 Jan 2029	Lagos	Classroom	5 days	\$5,500
29 Jan – 9 Feb 2029	Prague	Classroom	10 days	\$9,900
19–23 Mar 2029	Beirut	Classroom	5 days	\$5,500
26 Mar – 6 Apr 2029	Athens	Classroom	10 days	\$9,900
21–25 May 2029	Online (live)	Online (live)	5 days	\$3,000
17–21 Feb 2030	Al Khobar	Classroom	5 days	\$5,500
8–19 Apr 2030	Sharjah	Classroom	10 days	\$9,900
1–5 Jul 2030	Houston	Classroom	5 days	\$5,500
7–18 Oct 2030	Accra	Classroom	10 days	\$9,900
25–29 Nov 2030	Online (live)	Online (live)	5 days	\$3,000

How to register

Register online or scan the code

<https://qimmatrainig.com/courses/customer-satisfaction-and-service-quality/>

WhatsApp: +971 50 697 0908

Email: training@qimmatrainig.com

