

Scandinavian Academy
Training Center

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Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

Course: Managing Service Quality and Customer Satisfaction (Professional Customer Management Specialist)

Code	City	hotel	Start	End	price	Language - Hours
SM-478SA	Alula	Hotel Meeting	2026-12-13	2026-12-17	10950 SR	En - 25

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 expections

WHO SHOULD ATTEND?

- 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

PROGRAMME 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

TRAINING METHODOLOGY

The programme 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 programme by delegates.

PROGRAMME SUMMARY

After completing the programme, 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 programme 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.

PROGRAMME OUTLINE

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 organisation

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
- Maximise 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

The Scandinavian Academy for Training Center adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

Program Timings: 9:00 AM to 2:00 PM

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

Our Success Partners

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