

Measuring & Managing Customer Satisfaction ISO 9001 Course

2027 0000 5 - 1
Berlin (Germany)

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Day 3: Data Collection and Analysis

- Tools and platforms for collecting customer feedback.
- Quantitative and qualitative analysis methods.
- Statistical techniques for interpreting survey results.
- Identifying trends, patterns, and actionable insights from customer data.

Day 4: Improvement Strategies and Action Planning

- Translating feedback insights into practical improvement actions.
- Prioritizing initiatives to maximize impact on satisfaction.
- Developing and implementing corrective actions.
- Monitoring and measuring the effectiveness of improvements.

Day 5: Continuous Improvement and ISO 9001 Alignment

- Integrating customer satisfaction into the quality management system.
- Aligning satisfaction initiatives with organizational objectives.
- Applying continuous improvement methodologies to customer satisfaction.
- Preparing for ISO 9001 audits related to customer satisfaction processes.

Individual Impact

- Gain the ability to design and manage customer satisfaction measurement systems.
- Strengthen skills in analyzing feedback and deriving actionable insights.
- Develop strategies to improve satisfaction scores and foster customer loyalty.
- Enhance understanding of ISO 9001 requirements and compliance in customer satisfaction management.

Organizational Impact

- Improve customer experience and strengthen long-term relationships.
- Drive continuous improvement and operational excellence through structured feedback processes.
- Align customer satisfaction initiatives with strategic objectives.
- Enhance readiness for ISO 9001 audits and maintain compliance with quality management standards.

Training Methodology

This program blends theory with practical application to ensure participants can implement concepts immediately. Methods include:

- Real-world case studies and examples of customer satisfaction management.
- Hands-on exercises in survey design, data collection, and analysis.
- Group workshops for developing improvement strategies and action plans.

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- Tools, templates, and frameworks for continuous monitoring and ISO 9001 alignment.

Beyond the Course

Upon completion, participants will be able to:

- Design and implement effective systems to measure and manage customer satisfaction.
- Analyze feedback data to identify trends and improvement opportunities.
- Implement actionable strategies to enhance customer experience and loyalty.
- Ensure customer satisfaction initiatives are fully aligned with ISO 9001 requirements.

This program provides a structured pathway for professionals to strengthen customer-centric practices, improve satisfaction metrics, and drive continuous improvement within their organizations.

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The board is checkered and has a subtle grid pattern. In the bottom left corner, there is a solid gold square.

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