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ROBUST
Consuting & Development

Managing Service Quality & Customer Satisfaction

Date	Venues	($)Fees	Book your seat
21 Dec -25 Dec 2025	Kuala Lumpur	3499	Register Now

Course Overview

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.

This programme studies Customer Service and Quality Management in order to help delegates systematically enhance and improve the levels of Customer Satisfaction they deliver in their organizations.

Course Objective

- 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

Who Should Attend?

The programme is suitable for business professionals in customer facing positions or with specific responsibilities for Service Quality and Customer Satisfaction. It will be especially valuable to those in specific customer service roles.

The programme will be of great benefit to people new to the role, as well as more experienced officers seeking to examine and enhance their service quality and customer satisfaction skills.

Course Outline

- Introducing quality management and customer services
- Service quality – tools and techniques
- People management
- Managing customer expectations
- People skills to deliver excellent customer service
- Leading teams
- Communication skills

Training Methodology

- Presentation & Slides

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- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Games & Role plays