Strategic Quality Assurance for Customer Service Excellence Training Course



02 - 06 Nov 2026

LONDON

5900 € (Per Person)

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Course Introduction / Overview:

This comprehensive training course is designed to transform your customer support operations by embedding a culture of quality and continuous improvement. In today's competitive landscape, delivering exceptional customer service is no longer a choice but a strategic imperative. This program delves deep into the principles and practices of effective quality assurance, moving beyond simple call monitoring to a holistic framework that enhances customer experience (CX) and drives loyalty. We will explore the foundational concepts articulated by service quality pioneers like A. Parasuraman in his seminal work, "Delivering Quality Service," focusing on how to bridge the gap between customer expectations and service delivery. Participants will learn to design robust QA scorecards, implement fair and consistent evaluation processes, and master the art of providing constructive feedback that empowers agents. BIG BEN Training Center has developed this course to equip professionals with the skills to analyze performance data, identify root causes of service failures, and implement targeted improvements. By mastering quality monitoring best practices and understanding key metrics such as CSAT, NPS, and CES, you will be prepared to build and lead a world-class quality assurance program that contributes directly to organizational success and customer retention.

Target Audience / This training course is suitable for:

- Quality Assurance Specialists and Analysts.
- Customer Service Team Leaders and Supervisors.
- Call Center and Contact Center Managers.
- Customer Experience (CX) Managers.
- Operations Managers responsible for service delivery.
- Training and Development Professionals in customer support.
- Customer Support Representatives aspiring to a QA or leadership role.
- Business owners seeking to improve customer satisfaction and loyalty.

Target Sectors and Industries:

- Telecommunications and Information Technology.
- Banking, Financial Services, and Insurance.
- Retail and E-commerce.
- Healthcare and Pharmaceuticals.
- Hospitality, Travel, and Tourism.
- Utilities and Energy Sector.
- Government agencies and public sector organizations.
- Outsourcing and Business Process Outsourcing (BPO) providers.

Target Organizations Departments:

- Customer Service and Support Departments.
- Quality Assurance and Quality Control Departments.
- Contact Center and Call Center Operations.
- Customer Experience and Customer Journey Departments.
- Training, Learning, and Development Departments.
- Operations Management.
- Client Relations and Account Management.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop and implement a strategic quality assurance framework from the ground up.
- Design effective and objective QA scorecards aligned with business goals.
- Conduct consistent and fair evaluations across various communication channels.
- Master techniques for delivering constructive, actionable, and motivational feedback.
- Utilize key performance indicators like CSAT, NPS, and CES to measure service quality.
- Analyze QA data to identify trends, patterns, and root causes of service issues.
- Create comprehensive quality reports for stakeholders to drive strategic decisions.
- Lead calibration sessions to ensure consistency among evaluators.
- Foster a culture of quality and continuous improvement within the customer support team.
- Apply service recovery strategies to turn negative experiences into positive outcomes.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring that participants can immediately apply their learning in the workplace. We believe in an experiential learning approach, moving beyond traditional lectures to a dynamic environment that fosters skill development. The course heavily incorporates real-world case studies, allowing participants to analyze complex customer service scenarios and develop strategic QA solutions. Group discussions and collaborative workshops encourage the sharing of diverse perspectives and experiences, enriching the learning process for everyone. A significant portion of the training is dedicated to hands-on exercises, such as designing QA scorecards, role-playing feedback sessions, and analyzing sample customer interactions. This practical application solidifies understanding and builds confidence. Our expert facilitators guide participants through each module, providing personalized coaching and immediate feedback. The learning environment is supportive and collaborative, encouraging participants to ask questions and tackle challenges together, ensuring a comprehensive and impactful training experience.

Course Agenda (Course Units):

Unit One Foundations of Quality Assurance in Customer Support

- The strategic importance of quality assurance in the modern customer experience.
- Defining quality in customer service and its key dimensions.
- Understanding the relationship between QA, CSAT, NPS, and CES.
- The financial impact of poor versus excellent service quality.
- Key roles and responsibilities within a QA team.
- Establishing clear and measurable quality standards and objectives.
- Introduction to the SERVQUAL model for service quality assessment.

Unit Two Designing and Implementing a QA Framework

- Components of a successful quality assurance program.
- How to build a balanced and effective QA scorecard.
- Defining evaluation criteria and scoring methodologies.
- Best practices for monitoring interactions across different channels (voice, email, chat).
- The process of creating a comprehensive QA process workflow.
- Legal and ethical considerations in monitoring customer interactions.
- Gaining buy-in from agents and leadership for the QA program.

Unit Three Effective Monitoring, Evaluation, and Feedback

Techniques for objective and unbiased interaction monitoring.
The art of listening and analyzing customer-agent conversations.
Common pitfalls to avoid during the evaluation process.
Structuring and delivering constructive and motivational feedback.
The GROW model for coaching customer service professionals.
Handling difficult conversations and addressing performance gaps.
Documenting evaluations and feedback sessions for tracking and development.

Unit Four Data Analysis and Reporting for Service Improvement

- Collecting, organizing, and analyzing QA data effectively.
- Identifying trends, patterns, and insights from quality scores.
- Conducting root cause analysis to address systemic issues.
- Creating insightful and actionable quality assurance reports.
- Presenting QA findings to management and other stakeholders.
- Using data to drive coaching, training, and process improvement initiatives.
- The importance of calibration sessions for maintaining evaluation consistency.

Unit Five Advanced QA Strategies and Future Trends

- Integrating quality assurance across omnichannel support environments.
- Leveraging technology and AI for more efficient quality monitoring.
- Using customer feedback and voice of the customer (VoC) data in QA.
- Building a proactive, predictive quality assurance program.
- Strategies for fostering a culture of quality ownership among all employees.
- Advanced coaching techniques for high-performing and underperforming agents.
- The future of quality assurance in an AI-driven customer service landscape.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can a quality assurance program evolve from a simple compliance-checking function into a strategic driver of customer loyalty and business growth?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by adopting a deeply strategic and psychological approach to quality assurance, rather than focusing merely on the mechanics of monitoring and scoring. We move beyond generic templates to teach participants how to build a QA framework that is intrinsically linked to their organization's specific business objectives and customer experience goals. A core differentiator is our emphasis on the human element of quality management, dedicating significant time to the art of coaching and delivering feedback that inspires genuine behavioral change, not just temporary compliance. Drawing on established service quality models, the curriculum provides a robust academic foundation, which is then translated into highly practical, actionable strategies. Unlike courses that may concentrate on specific software, our program is tool-agnostic, focusing on universal principles and critical thinking skills that empower participants to build and lead a world-class QA program in any environment. The
training fosters a mindset shift, viewing quality assurance not as a punitive function, but as a collaborative and developmental engine for creating exceptional customer journeys and fostering long-term loyalty.