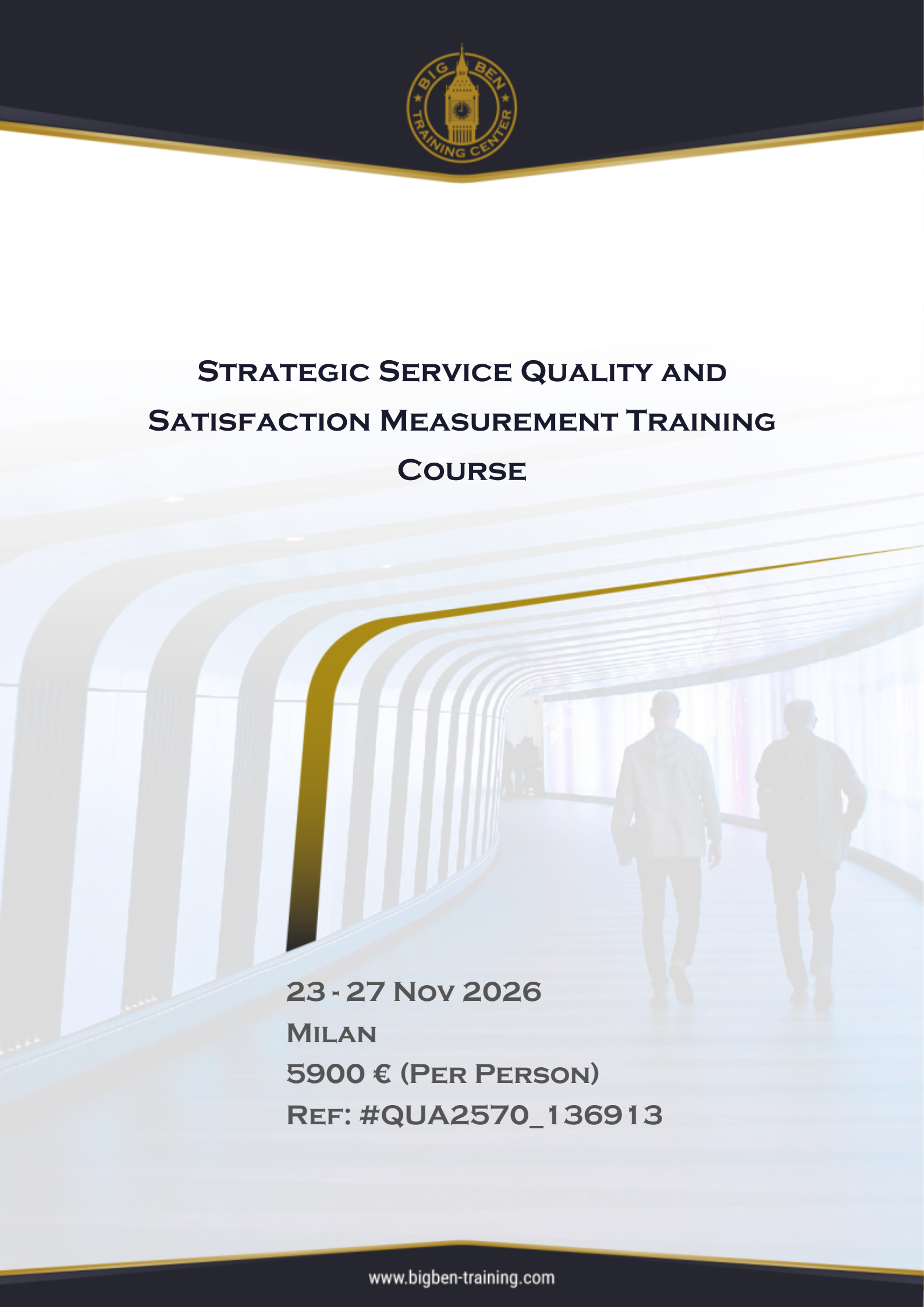
Strategic Service Quality and Satisfaction Measurement Training Course



23 - 27 Nov 2026

Milan

5900 € (Per Person)

Ref: #QUA2570_136913

Course Introduction / Overview:

This comprehensive training course is designed to equip professionals with the essential skills and strategic frameworks needed to measure, manage, and elevate customer satisfaction and service quality. In today's competitive landscape, understanding customer perceptions and delivering exceptional service are no longer optional but are critical drivers of business success, customer loyalty, and sustainable growth. This program moves beyond basic survey techniques to explore a holistic approach to creating a customer-centric culture. We will delve into foundational theories, such as the SERVQUAL model developed by renowned academic A. Parasuraman, which provides a robust framework for identifying and closing service quality gaps. Participants will learn to implement powerful metrics like Net Promoter Score (NPS), Customer Satisfaction Score (CSAT), and Customer Effort Score (CES) to generate actionable insights. At BIG BEN Training Center, we believe in practical application, ensuring that attendees can translate these advanced concepts and data-driven strategies into tangible improvements within their organizations, ultimately transforming customer interactions into lasting, profitable relationships. This course is your definitive guide to mastering the art and science of service excellence.

Target Audience / This training course is suitable for:

- Customer Service Managers and Team Leaders.
- Quality Assurance and Quality Control Professionals.
- Marketing and Brand Managers.
- Operations Managers and Supervisors.
- Sales and Account Managers.
- Product Development and Management Teams.
- Business Analysts and Data Analysts.
- Frontline Service Staff and Customer-Facing Employees.
- Entrepreneurs and Small Business Owners.
- Anyone involved in customer experience (CX) strategy and implementation.

Target Sectors and Industries:

- Banking and Financial Services.
- Retail and E-commerce.
- Hospitality, Travel, and Tourism.
- Healthcare and Pharmaceuticals.
- Telecommunications and Information Technology.
- Automotive and Manufacturing.
- Government Agencies and Public Sector Organizations.
- Utilities and Energy Sector.
- Education and Training Institutions.
- Consulting and Professional Services.

Target Organizations Departments:

- Customer Service and Support Departments.
- Sales and Business Development Departments.
- Marketing and Communications Departments.
- Quality Assurance and Compliance Departments.
- Operations and Logistics Departments.
- Human Resources and Training Departments.
- Product and Service Development Departments.
- Strategy and Corporate Planning Departments.
- Information Technology Departments.

Course Offerings:

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

- Develop a comprehensive strategy for measuring customer satisfaction and service quality.
- Design and implement effective customer feedback surveys using various methodologies.
- Master the calculation and interpretation of key metrics including CSAT, NPS, and CES.
- Apply the SERVQUAL model to diagnose and address gaps between customer expectations and perceptions.
- Analyze both quantitative and qualitative customer feedback to identify root causes and improvement areas.
- Map the end-to-end customer journey to pinpoint critical touchpoints and moments of truth.
- Formulate and execute effective service recovery strategies to turn dissatisfied customers into loyal advocates.
- Champion initiatives to foster a deeply embedded customer-centric culture across all departments.
- Align service quality objectives with overall business goals to demonstrate a clear return on investment.
- Utilize data-driven insights to drive continuous improvement in service delivery processes.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and focused on practical application to ensure that participants can immediately apply their new skills in the workplace. This course utilizes a blended learning approach that combines expert-led presentations with a variety of hands-on activities. We move beyond theoretical lectures to immerse participants in real-world scenarios through detailed case study analyses of leading global companies. Collaborative group discussions and brainstorming sessions encourage the sharing of diverse perspectives and experiences, fostering a rich learning environment. Interactive workshops will guide attendees through practical exercises such as designing customer surveys, mapping a customer journey, and developing a service recovery plan. Role-playing simulations will provide a safe space to practice handling challenging customer interactions and receiving constructive feedback. Our approach emphasizes learning by doing, ensuring a deep and lasting understanding of the principles of service quality and customer satisfaction measurement. Continuous feedback from the instructor and peers is integrated throughout the program to facilitate personal and professional growth.

Course Agenda (Course Units):

Unit One: Foundations of Service Quality and Customer Satisfaction

- Defining service quality and its critical dimensions.
- Understanding the psychology of customer satisfaction and expectations.
- The strategic importance of customer loyalty and retention.
- Exploring the link between service excellence and profitability.
- Introduction to the SERVQUAL model for gap analysis.
- Differentiating between customer service and customer experience (CX).
- The financial impact of poor service quality on an organization.

Unit Two: Key Metrics for Measuring Customer Satisfaction

- Deep dive into Customer Satisfaction Score (CSAT) methodology.
- Understanding and implementing the Net Promoter Score (NPS).
- Leveraging the Customer Effort Score (CES) to reduce friction.
- Designing effective and unbiased customer feedback surveys.
- Choosing the right data collection channels (email, web, SMS, phone).
- Best practices for survey timing and frequency.
- Avoiding common pitfalls in customer satisfaction measurement.

Unit Three: Voice of the Customer (VoC) and Feedback Analysis

- Establishing a comprehensive Voice of the Customer (VoC) program.
- Techniques for analyzing quantitative survey data.
- Methods for qualitative feedback analysis, including text analytics and sentiment analysis.
- Conducting root cause analysis to identify systemic issues.
- Translating raw data into actionable business insights.
- Creating impactful reports and dashboards for stakeholders.
- Using customer feedback to drive product and service innovation.

Unit Four: Designing and Delivering Service Excellence

- Mapping the complete customer journey to identify key touchpoints.
- Setting clear, measurable, and customer-centric service standards (SLAs).
- The role of employee training and empowerment in service delivery.
- Developing proactive vs. reactive customer service strategies.
- Mastering the art of service recovery and complaint handling.
- Personalizing the customer experience at scale.
- Leveraging technology to enhance service delivery.

Unit Five: Cultivating a Customer-Centric Culture and Continuous Improvement

- The role of leadership in championing a customer-first mindset.
- Strategies for embedding customer-centricity across all departments.
- Linking employee engagement to customer satisfaction outcomes.
- Creating a closed-loop feedback system for continuous improvement.
- Benchmarking service performance against competitors and industry leaders.
- Future trends in customer satisfaction and service quality management.
- Developing a strategic action plan for implementation.

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:

In an era of increasing automation and AI-driven service, how can organizations maintain the human element that is often crucial for genuine customer satisfaction?

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

This course distinguishes itself by adopting a deeply strategic and holistic perspective on service quality, moving far beyond the mere technicalities of data collection. While many programs focus solely on how to deploy surveys and calculate metrics, our curriculum emphasizes the "why" and "so what" behind the data. We integrate classic, academically-rigorous frameworks like the SERVQUAL model with contemporary best practices in customer journey mapping and Voice of the Customer (VoC) program development. This provides a robust, multi-faceted toolkit for not only measuring satisfaction but fundamentally understanding and re-engineering the customer experience. A key differentiator is our intensive focus on cultivating a customer-centric culture, recognizing that sustainable service excellence is driven by people and leadership, not just processes. The course is built around practical application, using real-world case studies and interactive workshops to ensure participants learn how to translate complex insights into actionable strategies that drive tangible business outcomes, such as increased customer loyalty, retention, and profitability. We equip leaders to become true champions of the customer within their organizations.