Lead Customer Satisfaction Manager

Module 1 : Introduction to ISO 10004 and Quality Management Guideline for Monitoring and Measuring Customer Satisfaction

- Course objective and structure
- Standard and regulatory framework
- Fundamental principles and concepts of Customer Satisfaction Management
- Initiation of CSM methods
- Allocation of necessary resources

Module 2: Plan Customer Satisfaction Management

- CSM scope
- CSM policy
- Identify costumer expectations
- Determine customer expectations
- Identify and select customer satisfaction characteristics
- Indirect indicators of customer satisfaction
- Direct measures of customer satisfaction

Module 3: Manage Customer Satisfaction

- Collect customer satisfaction data
- Prepare the data for analysis
- Determine the method of analysis
- Conduct the analysis
- Validate the analysis
- Report results and recommendations

Module 4: CSM monitor. Measurement. Analysis

- Provide feedback for improvement
- Monitor customer satisfaction
- Monitor actions taken to improve customer satisfaction
- Assess the effectiveness of actions taken
- Competence, evaluation and closing the training

Module 5: Continuous Improvement and preparation for Certification

- Provide feedback for improvement
- Monitor customer satisfaction
- Monitor actions taken to improve customer satisfaction
- Assess the effectiveness of actions taken
- Competence, evaluation and closing the training