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Course Name

Total quality management in service sector

Sector Name

Quality Management & Operational Excellence

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Total quality management in service sector

Course Introduction

In today’s competitive service-driven economy, organisations must deliver exceptional quality and consistent customer satisfaction to remain successful. The Total Quality Management (TQM) in Service Sector training program equips professionals with the knowledge and tools to implement quality-focused strategies that enhance service delivery, operational efficiency, and customer loyalty.

This corporate training course is designed for managers, team leaders, quality officers, and service professionals aiming to adopt TQM principles in service operations. Participants will learn how to identify process inefficiencies, apply continuous improvement methodologies, and develop a culture of quality within service organisations.

The program emphasizes essential areas such as service process optimization, customer satisfaction measurement, quality assurance techniques, performance monitoring, and service excellence frameworks. By integrating TQM principles, organisations can enhance service quality, reduce errors, and create a culture of continuous improvement.

Through case studies, practical exercises, and real-world examples, participants will gain hands-on experience in implementing TQM practices, improving service workflows, and ensuring high-quality outcomes. This enables organisations to achieve operational excellence, higher customer satisfaction, and sustainable business growth in the service sector

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Target Audience

- ✓ Quality Managers and Coordinators
- ✓ Service Managers and Supervisors
- ✓ Process Improvement Specialists
- ✓ Customer Service Representatives and Managers
- ✓ Training and Development Professionals
- ✓ Senior Executives and Leaders

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Learning Objectives

- ✓ Define Total Quality Management and its importance in the service industry.
- ✓ Recognize the core principles and concepts of TQM and their application to service environments.
- ✓ Identify and measure customer needs and expectations.
- ✓ Utilize service quality models to improve customer satisfaction.
- ✓ Map and analyze service processes to identify and eliminate inefficiencies.
- ✓ Apply continuous improvement methodologies, such as Kaizen, to service processes.
- ✓ Define and implement key performance indicators (KPIs) for service quality.
- ✓ Use data collection and analysis tools to drive quality improvements.
- ✓ Implement leadership strategies that foster a quality-focused culture.
- ✓ Enhance team collaboration and communication to support TQM initiatives.
- ✓ Develop change management strategies to facilitate TQM implementation.
- ✓ Overcome resistance to change and manage organizational transitions effectively.

- ✓ Utilize advanced quality management tools such as Six Sigma, Lean principles, and FMEA.
- ✓ Solve complex quality issues using problem-solving techniques and tools.
- ✓ Assess the effectiveness of TQM practices and identify areas for further improvement.
- ✓ Develop a personal action plan for ongoing quality management and TQM implementation.

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Course Outline

✓ DAY 1

Introduction to TQM

- ✓ Definition and principles of TQM
- ✓ History and evolution of TQM
- ✓ Importance of TQM in service industries
- ✓ Core Concepts of Quality Management:
- ✓ Quality as defined by customers
- ✓ The role of leadership in quality management

Quality Management Principles

- ✓ Customer focus
- ✓ Total employee involvement
- ✓ Process-centered approach
- ✓ Integrated system
- ✓ Quality Tools and Techniques:
- ✓ Statistical process control
- ✓ Benchmarking
- ✓ Root cause analysis

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Course Outline

✓ DAY 2

Customer Satisfaction and Service Quality

- ✓ Understanding Customer Needs
- ✓ Methods for identifying customer needs and expectations
- ✓ Measuring customer satisfaction
- ✓ Service Quality Models:
- ✓ SERVQUAL model
- ✓ GAP model of service quality

Process Improvement and Management

- ✓ Process Mapping and Analysis
- ✓ Techniques for mapping service processes
- ✓ Identifying process bottlenecks and inefficiencies
- ✓ Continuous Improvement:
- ✓ Kaizen and other continuous improvement methodologies

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Course Outline

✓ DAY 3

Quality Measurement and Metrics

- ✓ Defining Quality Metrics
- ✓ Key performance indicators (KPIs) for service quality
- ✓ Techniques for measuring and analyzing service quality
- ✓ Data Collection and Analysis.
- ✓ Tools for data collection and analysis
- ✓ Interpreting data to drive quality improvements

Leadership and Team Dynamics

- ✓ Role of Leadership in TQM
- ✓ Leadership styles and their impact on quality
- ✓ Building and sustaining a quality-focused culture
- ✓ Team Dynamics and Collaboration:
- ✓ Effective team communication and collaboration techniques
- ✓ Conflict resolution strategies

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Course Outline

✓ DAY 4

Training and Development

- ✓ Employee Training and Development:
- ✓ Developing a training plan to support TQM
- ✓ Techniques for effective training delivery
- ✓ Mentoring and Coaching:
- ✓ The role of mentoring and coaching in achieving quality goals

Change Management in TQM

- ✓ Managing Change
- ✓ Strategies for managing organizational change
- ✓ Overcoming resistance to change
- ✓ Implementing TQM Initiatives:
- ✓ Developing and executing TQM action plans

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Course Outline

✓ DAY 5

Quality Improvement Tools

- ✓ Advanced Quality Tools.
- ✓ Failure Modes and Effects Analysis (FMEA)
- ✓ Six Sigma and Lean principles
- ✓ Problem-Solving Techniques.
- ✓ Techniques for solving complex quality issues
- ✓ Using tools like fishbone diagrams and Pareto analysis

Evaluation and Future Planning

- ✓ Evaluating TQM Implementation:
- ✓ Assessing the effectiveness of TQM practices
- ✓ Metrics for evaluating success and areas for improvement

Future Trends in TQM:

- ✓ Emerging trends and technologies in quality management

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Nov. 22, 2026	Nov. 26, 2026	5 days	4250.00 $	Qatar , Doha
June 28, 2027	July 2, 2027	5 days	4250.00 $	UAE , Dubai
Oct. 4, 2027	Oct. 8, 2027	5 days	4950.00 $	France , Paris
April 4, 2027	April 8, 2027	5 days	4250.00 $	KSA , Riyadh

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