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Course Name

Delivering Quality Management and Customer Satisfaction to meet ISO 10001 – 10004

Sector Name

Quality Management & Operational Excellence

Document Type

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Course Introduction

ISO 10001-10004 training course addresses the most important strategic need for any organisation operating today. How to give and demonstrate world-class levels of Customer service and Customer Satisfaction. Meeting ISO standards is crucially important for companies to demonstrate they are serious about their customers. Meeting these standards requires a rigorous understanding of the requirements of the ISO standards 10001-10004, and this training course will lead attendees smoothly through the processes required to gain this prestigious International accreditation.

The customer is more important than ever. In an age of 24/7/365 ‘always-on’ internet and social media, providing world-class customer experiences (Cx) and customer satisfaction is the single greatest strategic challenge facing any organisation. The ISO has recognized this and introduced a series of international standards of best practice in giving customer satisfaction. Any organisation that is serious about providing internationally recognized standards of customer satisfaction needs to meet the standards set out in ISO 10001, 10002, 10003, and 10004.

Training Methodology

In this Delivering Quality Management and Customer Satisfaction to meet ISO 10001-10004 training course will use a blended learning approach designed to meet the learning styles and learning needs of all candidates. This includes lecture, case studies, workshop exercises, facilitated discussion, video inputs, and more.

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Target Audience

✓ CEOs
✓ Board Members
✓ Marketing Directors
✓ Consumer Affairs Champions
✓ Customer Service Executives
✓ Brand Managers
✓ Marketing Managers
✓ Global Account Managers

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Learning Objectives

- ✓ Audit your current customer service systems and flag areas for improvement
- ✓ Suggest remedial strategies and tactics to meet the required standards
- ✓ Produce ISO-ready standards of customer satisfaction that are in line with the required international standards
- ✓ Produce a comprehensive ISO-compliant series of customer satisfaction policies and procedures that will meet the required standards
- ✓ Develop strategies and tactics for each stage of the customer satisfaction process that are in line with the best in the world

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Course Outline

✓ 01 Day One

ISO 10001 – Customer Satisfaction

- ✓ Understanding ISO 10001
- ✓ Meeting the standard – Product (service) delivery
- ✓ Meeting the standard – Product Returns
- ✓ Advertising standards
- ✓ Meeting the standard – Customer personal information handling
- ✓ Meeting the standard – Developing a customer satisfaction code of conduct

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Course Outline

✓ 02 Day Two

ISO 10002 – Complaints Handling

- ✓ Creating a customer feedback system
- ✓ How to handle complaints
- ✓ Developing a positive customer complaint handling process
- ✓ Analyzing customer complaints and service amendments resulting
- ✓ Resourcing your complaints handling system
- ✓ Culture changes required
- ✓ Analysing and evaluating complaints successfully

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Course Outline

✓ 03 Day Three

ISO 10003 – Dispute Resolution

- ✓ The essentials of fair, transparent, and accessible dispute resolution/handling domestic disputes
- ✓ Handling cross-border/international disputes
- ✓ E-Commerce disputes
- ✓ Processes for dispute resolution
- ✓ Monitoring and evaluating your dispute resolution processes.
- ✓ Guidance on management involvement in the dispute resolution process
- ✓ Guidance on the selection of providers and use of their services

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Course Outline

✓ 04 Day Four

ISO 10004 – Monitoring and Measuring Customer Satisfaction

- ✓ Scoping your quality management system
- ✓ Effective process measurement principles
- ✓ Effective process monitoring principles
- ✓ Analysis and evaluation techniques
- ✓ Metrics, KPIs, and dashboards
- ✓ Management reporting

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Course Outline

✓ 05 Day Five

Producing your submission

- ✓ How the standards tie into existing customer service policies (e.g., ISO 9000 ‘family’)Customer Focus (ISO 9001)
- ✓ Quality Objectives (ISO 9001)
- ✓ Customer Communication (ISO 9001)
- ✓ Customer Satisfaction (ISO 9001)
- ✓ How to integrate the new standards into existing practices
- ✓ Integrating the new standards with existing styles
- ✓ Integrating with current standards on complaints (ISO 9004)
- ✓ Creating a coherent policy spanning ISO 9000 ‘family’ and ISO 10001 – 4)

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
July 5, 2027	July 9, 2027	5 days	4250.00 $	UAE , Dubai
Sept. 13, 2027	Sept. 17, 2027	5 days	4250.00 $	UAE , Abu Dhabi
Dec. 28, 2026	Jan. 1, 2027	5 days	4950.00 $	Indonesia , Jakarta
April 4, 2027	April 8, 2027	5 days	4250.00 $	Qatar , Doha

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