



Enhancing Customer Satisfaction and Loyalty with ISO 10001-10004 Compliance

► Upcoming Sessions

26-30 Aug 2024	Dubai - UAE	\$5,950
16-20 Dec 2024	London - UK	\$5,950
21-25 Apr 2025	Dubai - UAE	\$5,950
25-29 Aug 2025	Dubai - UAE	\$5,950

► Training Details

Training Course Overview

In today's competitive business environment, achieving and maintaining high levels of customer satisfaction and loyalty are critical for organizational success. To support you in this endeavor and ensure adherence to international standards, we offer a comprehensive training program focused on Enhancing Customer Satisfaction and Loyalty through ISO 10001-10004 Compliance. This course is designed to equip you with the necessary knowledge and skills to align your organization's practices with ISO 10001-10004 standards, thereby enhancing customer trust and fostering lasting loyalty.

Training Course Objectives

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

- Understand the principles and requirements of ISO 10001-10004 standards
- Develop and implement Codes of Conduct for customer satisfaction in line with ISO 10001
- Effectively handle customer complaints and implement ISO 10002 compliant processes
- Resolve customer disputes using ISO 10003 guidelines
- Monitor and measure customer satisfaction using ISO 10004 methodologies
- Implement continuous improvement strategies to enhance customer loyalty

Designed for

This training course is suitable to a wide range of professionals but will greatly benefit:

- Quality managers and executives
- Customer service managers and representatives
- Compliance officers
- Business process improvement specialists
- Sales and marketing professionals
- Anyone responsible for ensuring customer satisfaction and loyalty within their organization

Learning Method

This training course will utilize a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. The facilitator will provide interactive presentation that incorporates slides, videos, group discussion, and practical exercises to examine all aspects of the topic.

► Training Details

Day One: Introduction to ISO 10001-10004 and Customer Satisfaction Concepts

- Welcome and Course Overview
- Understanding the Importance of Customer Satisfaction
- Introduction to ISO 10001-10004 Standards
- Benefits of ISO 10001-10004 Compliance
- Principles of Customer-Centric Organizations

Day Two: ISO 10001 - Establishing Codes of Conduct for Customer Satisfaction

- Review of ISO 10001 Requirements and Guidelines
- Developing Codes of Conduct for Customer Satisfaction
- Case Studies and Best Practices
- Implementing and Communicating Codes of Conduct
- Ensuring Compliance and Monitoring

Day Three: ISO 10002 - Handling Customer Complaints Effectively

- Introduction to ISO 10002 Requirements and Framework
- Customer Complaints Handling Process
- Root Cause Analysis Techniques
- Developing Effective Complaint Resolution Strategies
- Corrective Action Planning

Day Four: ISO 10003 - Resolving Customer Disputes with ISO Standards

- ISO 10003: Requirements and Principles
- Dispute Resolution Procedures and Techniques
- Mediation and Arbitration
- Practical Application of ISO 10003 Guidelines
- Real-Life Dispute Resolution Scenarios

Day Five: ISO 10004 - Monitoring and Measuring Customer Satisfaction

- ISO 10004 Guidelines and Framework
- Designing Effective Customer Feedback Surveys
- Data Analysis and Performance Metrics
- Collecting and Analyzing Customer Feedback
- Continuous Improvement Strategies
- Course Review and Key Takeaways

► The Certificate

Anderson Certificate of Completion will be provided to delegates who attend and complete the course

▶ INFO & IN-HOUSE SOLUTION

For more information about this course, call or email us at:

Call us: +971 4 365 8363

Email: info@anderson.ae

Request for a Tailor-made training and educational experience for your organization now:

Email: inhouse@anderson.ae

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