Training Course on Delivering Quality Management and Customer Satisfaction to Meet ISO 10001-10004

Professional Development Training Course Outline

Category	Development	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today's highly competitive and customer-driven market, organizations must prioritize **quality management** and **customer satisfaction** as strategic pillars for sustained growth. This comprehensive training course is designed to align with international best practices by focusing on **ISO 10001, ISO 10002, ISO 10003, and ISO 10004 standards**, which guide customer satisfaction codes of conduct, complaint handling, dispute resolution, and monitoring techniques. Professionals will gain practical skills to enhance customer loyalty, elevate brand reputation, and ensure compliance with global quality benchmarks.

This hands-on training empowers organizations to develop, implement, and maintain effective **customer satisfaction strategies** and **quality management systems (QMS)**. By embedding these ISO standards into business processes, participants will boost operational efficiency, manage feedback proactively, resolve disputes effectively, and enhance customer experiences across touchpoints. With customer expectations evolving rapidly, mastering these frameworks positions businesses for measurable success and customer-driven excellence.

Programme Curriculum

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5 days

Course Objectives

1. Understand the core principles of **ISO 10001 – ISO 10004 standards**.
2. Implement **customer satisfaction codes of conduct** in line with ISO 10001.
3. Develop effective **complaint management systems** using ISO 10002.
4. Resolve customer disputes with structured **dispute resolution frameworks** (ISO 10003).
5. Monitor and measure **customer satisfaction metrics** through ISO 10004.
6. Strengthen **customer experience management (CEM)** using ISO tools.
7. Enhance **service quality assurance** with practical ISO applications.
8. Increase **brand trust and customer loyalty** through consistent service delivery.
9. Align quality policies with **customer-centric strategies**.
10. Build a culture of **continuous improvement and customer feedback integration**.
11. Reduce **customer churn and negative reviews** by addressing root causes.
12. Train staff on **quality assurance roles and responsibilities**.
13. Drive **operational excellence** through integrated quality and customer service frameworks.

Organizational Benefits

- Improved **customer satisfaction and retention**
- Enhanced **operational efficiency and compliance**
- Streamlined **complaint resolution systems**
- Stronger **brand image and stakeholder trust**
- Sustainable **continuous improvement culture**

Target Participants

1. Quality Assurance Officers
2. Customer Service Managers
3. Compliance and Risk Professionals
4. ISO Internal Auditors
5. Operations Managers
6. Business Development Executives
7. Frontline Supervisors
8. Organizational Trainers & HR Practitioners

Course Outline

Module 1: Overview of ISO 10001–10004 Standards

- Introduction to ISO 10000 series
- Roles of each standard in customer satisfaction
- Key definitions and terminologies
- Importance of quality codes of conduct
- Case studies and global benchmarks

Module 2: Implementing ISO 10001 – Code of Conduct

- Developing customer satisfaction codes
- Customizing codes for various sectors
- Integrating with existing policies
- Monitoring code effectiveness
- Real-world examples of successful implementation

Module 3: ISO 10002 – Complaint Management System

- Complaint handling lifecycle
- Root cause analysis
- Roles and responsibilities in complaint resolution
- Escalation matrix and feedback loops
- Performance indicators for complaint systems

Module 4: ISO 10003 – Dispute Resolution Techniques

- Structured dispute resolution strategies
- Mediation vs arbitration
- Legal and ethical frameworks
- Case study: handling cross-border disputes
- Documentation and compliance

Module 5: ISO 10004 – Measuring Customer Satisfaction

- Tools for customer satisfaction measurement
- KPIs and metrics alignment
- Survey and feedback design
- Data analysis and action planning
- Reporting systems and dashboards

Module 6: Building a Customer-Centric Culture

- Empowering employees for service excellence
- Emotional intelligence in customer service
- Creating WOW moments for customers
- Internal communication strategies
- Celebrating customer success stories

Module 7: Integrating QMS with Customer Feedback

- Linkage between ISO 9001 and ISO 10000 series
- Feedback-driven process improvement
- Voice of the Customer (VoC) programs
- Continuous improvement models (PDCA, Kaizen)
- Aligning QMS documentation with ISO 10004

Module 8: Training, Evaluation & Certification

- Training needs analysis
- Learning evaluation frameworks (Kirkpatrick)
- ISO-related certification requirements
- Preparing audit-ready documentation
- Final project and certification assessment

Training Methodology

- Interactive instructor-led sessions
- Group discussions and brainstorming
- Real-world case studies
- Hands-on activities and role plays
- Post-training evaluation and certification

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org **or call** *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

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