



Procurement & Supply Chain Operations

**Evaluating and improving the quality
performance of logistics services**

Course Introduction

In today's fast-paced, customer-driven business environment, logistics performance is a critical factor that directly impacts customer satisfaction, operational efficiency, and overall competitiveness. The ability to deliver products and services accurately, on time, and in a cost-effective manner is essential for sustaining corporate success. This comprehensive five-day program is designed to equip logistics, operations, and supply chain professionals with the tools and knowledge needed to evaluate, manage, and continuously improve the performance and quality of logistics services within their organizations.

Participants will explore globally recognized benchmarks, best practices in service quality management, and cutting-edge performance evaluation techniques that drive tangible results. Through a practical and interactive learning approach, the course covers key areas including warehouse efficiency, transport optimization, customer service standards, cost control, data-driven decision making, and strategic logistics planning.

Real-life case studies, simulation exercises, and group projects will help participants translate theoretical concepts into practical, actionable strategies. By the end of the program, attendees will be empowered to initiate and lead high-impact improvements that align logistics functions with broader corporate goals.

Target Audience

- Logistics Managers and Coordinators
- Supply Chain & Distribution Professionals
- Operations and Warehouse Supervisors
- Quality Assurance and Performance Managers
- Business Analysts and Continuous Improvement Specialists
- Professionals involved in transport, inventory, or fulfillment planning
- Consultants working on logistics and operational transformation projects

Learning Objectives

- Understand the fundamental principles of logistics service quality and performance measurement.
- Identify and develop meaningful Key Performance Indicators (KPIs) for logistics operations across warehousing, transportation, and delivery.
- Conduct diagnostic assessments to uncover root causes of inefficiencies and service failures.
- Apply lean principles and digital tools to optimize logistics performance.
- Design strategic improvement initiatives tailored to their organizations' objectives.
- Navigate organizational resistance and lead change management efforts in logistics functions.
- Align logistics performance improvements with financial outcomes, sustainability goals, and customer satisfaction metrics.

Course Outline

• DAY 01

Fundamentals of Logistics Quality and Performance

- Understanding logistics in the corporate context
- Logistics performance: Dimensions, metrics, and benchmarks
- Introduction to global logistics performance indicators (LPI)
- Internal vs. external performance expectations
- **Designing logistics KPIs:** cost, accuracy, cycle time, order fulfilment, delivery reliability
- **Workshop:** Developing KPI dashboards aligned with organizational goals

• Day 02

Diagnostic Tools and Service Quality Assessment

- Tools for measuring logistics performance: audits, surveys, and system data
- Introduction to service quality models and evaluation frameworks
- **Root Cause Analysis:** Fishbone diagrams, 5 Whys, Pareto principle

- **Case study:** Diagnosing failure in a corporate logistics process
- **Workshop:** Conducting a mini-performance audit and presenting findings
- **Day 03**

Optimizing Warehousing and Inventory Operations

- Identifying inefficiencies in warehouse layout and inventory processes
- **Lean warehousing techniques:** 5S, flow optimization, space utilization
- **Inventory performance metrics:** turnover, carrying costs, shrinkage
- **Exploring automation and digitalization:** barcoding, RFID, warehouse management systems (WMS)
- **Workshop:** Redesigning warehouse processes for improved performance
- **Day 04**

Transportation, Distribution, and Customer Fulfilment

- **Strategic transportation planning:** routing, scheduling, and carrier performance
- Last-mile delivery challenges and reverse logistics
- **Technology in transportation:** visibility tools, telematics, and IoT
- Managing logistics partners and third-party providers
- **Group activity:** Simulation of transport disruption and continuity planning
- **Day 05**

Strategic Improvement Planning and Implementation

- Creating a logistics service improvement roadmap
- Building a business case for logistics transformation
- **Change management:** engaging stakeholders, overcoming resistance
- Monitoring and sustaining performance improvements
- **Innovation in logistics:** AI, robotics, predictive analytics
- **Final group presentations:** Propose a logistics quality improvement project

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Sept. 22, 2025	Sept. 26, 2025	5 days	4250.00 \$	UAE - Dubai

FROM	TO	DURATION	FEEs	LOCATION
Dec. 29, 2025	Jan. 2, 2026	5 days	4950.00 \$	Malaysia - kuala lumpur