



Quality Management & Operational Excellence

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

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 be meeting 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.

Target Audience

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

Learning Objectives

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

- 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

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

• 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

• 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

• 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

• 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)

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 23, 2025	June 27, 2025	5 days	4250.00 \$	UAE - Dubai
Sept. 1, 2025	Sept. 5, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
Dec. 22, 2025	Dec. 26, 2025	5 days	4950.00 \$	Indonsia - Jakarta