



From Quality Assurance to Customer Happiness Training Course

13 - 17 Oct 2026
Madrid



From Quality Assurance to Customer Happiness Training Course

Ref.: BM1001_123 **Date:** 13 - 17 Oct 2026 **Location:** Madrid **Fees:** 5700 **Euro**

Overview:

This training course is designed to take your organization from a product-focused mindset to a customer-centric service model. Also, you'll explore customer communication strategy, customer communication plan, and how to use customer communication tools effectively. We'll also focus on quality assurance and quality control, poka yoke, and the quality improvement cycle. This training program is unique as it combines key concepts from both the Balanced Scorecard training and the CRM course, giving a holistic customer-centric approach.

Target Audience:

- Customer Service Managers
- Quality Assurance Managers
- Customer Care Staff.
- Visitor Operations Officer

Targeted Organizational Departments:

- Customer Service Department
- Front Desks Employees.
- Quality Assurance Department
- Public Relation

Targeted Industries:

- Governmental Entities
- Retail
- Banking
- Hospitality
- Telecommunication



Course Offerings:

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

- Learn the advantages of a learning organization
- Delve into the customer centricity model
- Master the Balanced Scorecard
- Improve their visitor communication strategy

Training Methodology:

- Interactive sessions
- Real-life case studies
- Group discussions
- Continuous feedback sessions

Course Toolbox:

- A comprehensive workbook
- Balanced Scorecard templates
- Visitor communication tools

Course Agenda:

Day 1: Understanding the visitor

- Topic 1: Introduction to visitor centricity model and its advantages
- Topic 2: Basics of visitor communication strategy and visitor communication plan
- Topic 3: Effective usage of visitor communication tools
- Reflection & Review: Reflecting on the importance of visitor centric thinking

Day 2: Quality Assurance and Control

- Topic 1: Introduction to quality assurance and quality control
- Topic 2: Understanding Poka Yoke
- Topic 3: The quality improvement cycle
- Reflection & Review: Importance of quality in visitor service

Day 3: Mastering Communication

- Topic 1: Effective Listening
- Topic 2: Acknowledging the Voice of Customer VOC
- Topic 3: Handling Customer Issues Effectively Body Language, Tone of Voice ...etc
- Reflection & Review: Importance of VOC and Communication Skills in customer satisfaction



Day 4: Balanced Scorecard and CRM

- Topic 1: Balanced Scorecard training
- Topic 2: Introduction to CRM course
- Topic 3: Aligning CRM with customer centricity
- Reflection & Review: How Balanced Scorecard and CRM improve customer service management

Day 5: Customer Satisfaction and Happiness

- Topic 1: Customer satisfaction training courses
- Topic 2: Enhancing customer relations
- Topic 3: Customize happiness – Making customers happy
- Reflection & Review: The role of customer satisfaction in customer centric culture

How This Course is Different from Other Enhancing The Visitor Experience Courses:

Our course integrates different aspects like customer communication strategy, CRM, Balanced Scorecard, and customer centric culture into one comprehensive course. This holistic approach helps participants understand how these elements work together to enhance the customer experience. The course's strength lies in its practical, hands-on approach, providing real-life examples and case studies for a more engaging learning experience.

Training Course Categories



**Finance and
Accounting Training
Courses**



**Agile PM and Project
Management Training
Courses**



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International Bodies**



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Public Relations
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**Environment &
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**Governance, Risk and
Compliance Training
Courses**



**Human Resources
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**IT Security Training & IT
Training Courses**



**Leadership and
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Courses**



**Legal Training,
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Training Course Categories



Marketing, Customer Relations, and Sales Courses



Occupational Health, Safety and Security Training Courses



Oil & Gas Training and Other Technical Courses



Personal & Self-Development Training Courses



Quality and Operations Management Training Courses



Secretarial and Administration Training Courses



AGILE LEADERS
Training Center

Training Cities

WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



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