



# **TQM for Public Relations and Customer Service Training Course**

2 – 6 August 2027  
Dubai

## TQM for Public Relations and Customer Service Training Course

**Ref:** 741\_156473 **Date:** 2 – 6 August 2027 **Location:** Dubai **Fees:** 4500 Euro

### Overview

TQM for Public Relations and Customer Service Training Course is a five-day professional course for quality specialists, public relations staff, customer service managers, service owners, communications teams, and supervisors who leave with a Service Quality Improvement Plan. Participants translate customer requirements into standards, map service processes, select measures, analyze complaint data, identify root causes, plan corrective action, coordinate ownership, and manage continuous improvement across public-facing communication and service operations. Agile Leaders Training Center develops TQM for public relations and customer service.

### Who Should Attend

- Professionals responsible for service quality and improvement
- Teams responsible for public relations and customer communication
- Managers responsible for customer service standards and measures
- Service owners responsible for processes and corrective action
- Supervisors responsible for cross-functional improvement delivery

The course assumes participants manage service processes, communication, quality evidence, or improvement work and leaves out general TQM, generic service skills, public relations strategy, and satisfaction measurement as standalone subjects.

### Departments and Industries

The course supports departments and industries where public-facing communication and customer service require defined standards, evidence, and coordinated improvement.

- Quality and continuous-improvement functions
- Public relations and corporate communication teams
- Customer service and complaint-management units
- Healthcare and hospitality service operations
- Utilities and professional-service organizations

### Learning Objectives

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



- Apply TQM principles to communication and service processes
- Build customer-requirement and service-standard records
- Analyze process flow, measures, and complaint evidence
- Diagnose root causes with structured quality tools
- Prioritize corrective and preventive improvement actions
- Evaluate ownership, controls, and continuous-improvement results

## **Course Agenda**

### **Day 1: TQM and Service Requirements**

- TQM Service Quality Principle Map
- Customer Requirement Capture Matrix
- Public Communication Quality Criteria
- Service Standard Definition Sheet
- Cross-Functional Quality Ownership Map

### **Day 2: Processes and Measures**

- Customer-Facing Process Flow Map
- Service Blueprint and Visibility Lines
- Quality Measure Selection Grid
- Complaint and Feedback Data Register
- Service Evidence Collection Plan

### **Day 3: Analysis and Root Causes**

- Complaint Pattern Classification Matrix
- Five Whys Root-Cause Analysis
- Fishbone Cause-and-Effect Diagram
- Process Failure and Control Gap Review
- Improvement Opportunity Priority Matrix

### **Day 4: Corrective Action and Improvement**

- Corrective Action Definition Record
- Action Owner and Due-Date Control Board
- PDCA Continuous-Improvement Cycle
- Quality Review and Escalation Routine
- Service Quality Improvement Plan



## **Day 5: TQM Service Improvement Practice**

- Exercise: Convert Customer Needs into Service Standards
- Exercise: Map a Public-Facing Service Process
- Exercise: Analyze Complaints and Diagnose Root Causes
- Exercise: Define Corrective Action and Ownership
- Capstone: Service Quality Improvement Plan

## **Practical Exercises**

The course uses suggested activities drawn from customer service and public communication in healthcare, hospitality, utilities, and professional services.

- Suggested activity: translate customer and stakeholder requirements into measurable service standards.
- Suggested activity: map a service process and identify visible and backstage quality controls.
- Suggested activity: classify complaint evidence and apply Five Whys and a fishbone diagram.
- Suggested activity: define corrective action, assign ownership, and prepare an improvement review.

## **FAQs**

### **Who suits TQM for public relations and customer service training, and what does it assume?**

Quality specialists, public relations staff, service managers, communications teams, service owners, and supervisors suit the training; it assumes responsibility for service processes, communication, quality evidence, or improvement.

### **How does TQM for customer service differ from general customer service training?**

TQM for customer service focuses on requirements, process maps, measures, complaint evidence, root causes, corrective action, ownership, and continuous improvement rather than interpersonal service behavior alone.

### **How can complaint data support TQM in customer service?**

Complaint data supports TQM when teams classify recurring issues, verify evidence, locate process failures, diagnose root causes, prioritize action, and track whether changes improve service performance.

### **How is public relations included in TQM service quality?**

Public relations is included through communication-quality criteria, consistent information, response processes, feedback evidence, ownership across teams, and corrective action for recurring communication failures.



## **What should a Service Quality Improvement Plan contain?**

A Service Quality Improvement Plan should state the problem, evidence, root cause, target condition, corrective action, owner, control measure, review route, and learning for the next improvement cycle.

## **Conclusion**

Participants take back a Service Quality Improvement Plan supported by requirement matrices, standards, process maps, service blueprints, quality measures, complaint registers, root-cause tools, corrective-action records, ownership boards, and review routines. It changes isolated service fixes into evidence-led improvement. The plan supports consistent communication, controlled service processes, accountable action, and continuous learning.