ISO 10001–10004 Customer Satisfaction Systems Training Course

14 – 18 December 2026
Addis Ababa

AGILE LEADERS
Training Center

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Ref: 714_223932 **Date:** 14 – 18 December 2026 **Location:** Addis Ababa **Fees:** 4500 Euro

Overview

ISO 10001–10004 Customer Satisfaction Systems Training Course is a one-week professional course for quality managers, customer experience managers, complaint leaders, service quality specialists, and management-system practitioners who leave with an Integrated Customer Satisfaction System Pack. Participants connect customer promises, internal complaint handling, external dispute resolution, and satisfaction measurement into governed processes with clear ownership and evidence. The course resolves fragmented treatment of the four guidance standards through process mapping, controls, and review. Agile Leaders Training Center teaches ISO customer satisfaction systems as an applied management discipline.

Who Should Attend

- Functions responsible for customer satisfaction governance and service-quality controls
- Functions responsible for designing and maintaining customer promises and conduct codes
- Functions responsible for complaint intake, investigation, resolution, and improvement
- Functions responsible for external dispute-resolution participation and provider oversight
- Functions responsible for customer satisfaction monitoring, analysis, and management review

The course assumes participants already manage quality or customer-facing processes and leaves out certification auditing, legal advice, basic communication skills, and sector-specific complaint law.

Departments and Industries

The course supports departments and industries that need coordinated customer satisfaction processes and defensible management evidence.

- Quality management, service quality, and continuous improvement functions
- Customer experience, complaint management, and consumer relations functions
- Banking, insurance, telecommunications, and digital services
- Healthcare services, hospitality, retail, and transportation
- Utilities, professional services, and public-facing institutions

Learning Objectives

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

- Analyze the distinct purposes and interfaces of ISO 10001, ISO 10002, ISO 10003, and ISO 10004
- Build a governed customer code of conduct process
- Apply complaint-handling controls from receipt through improvement
- Evaluate external dispute-resolution routes and provider criteria
- Use customer satisfaction monitoring and measurement methods
- Integrate ownership, evidence, review, and improvement across the four standards

Course Agenda

Day 1: Standards Architecture and Governance

- ISO 10001–10004 Purpose and Interface Map
- Customer Satisfaction System Context Canvas
- Interested-Party Needs and Expectation Register
- Process Ownership and Accountability Matrix
- Customer Satisfaction Governance Review Cycle

Day 2: Customer Codes and Promises

- ISO 10001 Customer Promise Inventory
- Customer Code of Conduct Design Framework
- Promise Feasibility and Risk Assessment
- Code Communication and Accessibility Checklist
- Code Maintenance and Improvement Log

Day 3: Complaints and Internal Resolution

- ISO 10002 Complaint Intake and Acknowledgment Flow
- Complaint Assessment and Investigation Record
- Resolution Authority and Escalation Matrix
- Complainant Communication Control Sheet
- Complaint Analysis and Corrective Improvement Review

Day 4: External Disputes and Satisfaction Evidence

- ISO 10003 External Dispute Entry Criteria
- Dispute-Resolution Provider Evaluation Matrix
- Fairness, Accessibility, and Transparency Control Review
- ISO 10004 Satisfaction Measurement Plan
- Customer Satisfaction Evidence and Trend Dashboard

Day 5: Integrated System Practice

- Exercise: Map a Customer Promise to Complaint Controls
- Exercise: Route an Unresolved Complaint to External Resolution
- Exercise: Design a Satisfaction Monitoring Cycle
- Exercise: Conduct an Integrated Management Review
- Capstone: Integrated Customer Satisfaction System Pack

Practical Exercises

The course uses service cases from finance, healthcare, hospitality, and telecommunications to test the four standards as one system.

- Suggested activity: convert customer promises into owners, evidence, review points, and escalation controls.
- Suggested activity: investigate a complaint, document a proportionate resolution, and identify improvement evidence.
- Suggested activity: assess an external dispute route against fairness, accessibility, transparency, and provider criteria.
- Suggested activity: combine satisfaction measures and complaint trends into a management review.

FAQs

Who suits ISO 10001–10004 customer satisfaction systems training, and what does it assume?

Quality, customer experience, complaint management, service quality, and management-system practitioners suit the training; it assumes responsibility for established customer-facing or quality processes.

How does ISO 10001–10004 training differ from a general customer service course?

ISO 10001–10004 training develops governed organizational processes for promises, complaints, disputes, measurement, evidence, and improvement; general customer service training develops individual interaction and communication skills.

How do ISO 10001, ISO 10002, ISO 10003, and ISO 10004 work together?

ISO 10001 guides customer promises, ISO 10002 guides internal complaint handling, ISO 10003 guides unresolved external disputes, and ISO 10004 guides satisfaction monitoring and measurement.

What evidence supports an ISO customer satisfaction management review?

Useful evidence includes promise performance, complaint volumes and causes, resolution outcomes, unresolved dispute information, satisfaction measures, trends, corrective actions, ownership records, and improvement decisions.

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Conclusion

Participants take back an Integrated Customer Satisfaction System Pack containing process maps, ownership controls, code templates, complaint records, dispute criteria, measurement plans, dashboards, and review tools. The pack connects four separate guidance areas into one operating view. It helps teams maintain customer promises, resolve issues, interpret evidence, and direct improvement consistently.