

From Quality Assurance to Customer Happiness Training Course

25 – 29 January 2027
Istanbul

AGILE LEADERS
Training Center

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Ref: 1001_96 **Date:** 25 – 29 January 2027 **Location:** Istanbul **Fees:** 4500 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

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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

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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.