

QUALITY & OPERATIONAL EXCELLENCE | COURSE BROCHURE

Customer-Centric Quality: Voice of the Customer and Service Quality

5 days | Classroom training | English

SMART HORIZON

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https://smarthorizon.uk



Course content

Why attend

Quality ultimately means meeting and exceeding customer expectations. This course shows how to capture the voice of the customer, translate it into measurable quality requirements and improve service delivery across touchpoints. Participants learn customer research methods, service quality models, complaint management, customer journey analysis and service recovery, and they explore how to link customer satisfaction and loyalty measures with operational quality metrics. Practical workshops help participants design a customer-centric quality improvement plan.

Organisations often measure internal quality indicators that do not reflect what customers actually experience. This course helps you listen to customers systematically, identify the service gaps that matter most and improve quality in ways customers notice and value.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Participants learn through case studies, customer research exercises, service gap analysis, complaint handling simulations, journey mapping and development of an improvement plan.

Course objectives

By the end of this course, participants will be able to:
• Explain the principles of customer-centric quality management
• Capture and analyse the voice of the customer
• Translate customer needs into measurable quality requirements
• Identify and close service quality gaps
• Manage complaints and service recovery effectively
• Link customer feedback to continuous improvement



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Target audience

This course is suitable for:

- Quality managers and quality professionals
- Customer service and customer experience managers
- Operations managers in service organisations
- Process improvement practitioners
- Front-line team leaders

Target competencies

Participants will develop competencies in:

- Voice of the customer
- Service quality measurement
- Customer journey analysis
- Complaint management
- Service recovery
- Customer-focused improvement

Course outline

Day 1: Quality Through the Customer's Eyes

09:00–09:54	Defining quality from the customer's perspective
09:54–10:48	Customer expectations, perceptions and satisfaction
10:48–11:00	Service quality dimensions
11:00–11:30	**Coffee break**
11:30–12:12	Service quality dimensions (continued)
12:12–13:06	The cost of poor customer quality
13:06–14:00	Exercise: Assessing customer focus in your organisation

Day 2: Capturing the Voice of the Customer

09:00–09:54	Surveys, interviews, focus groups and feedback analysis
09:54–10:48	Net Promoter Score, satisfaction and effort measures
10:48–11:00	Text and sentiment analysis of feedback



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11:00–11:30	**Coffee break**
11:30–12:12	Text and sentiment analysis of feedback (continued)
12:12–13:06	Translating needs into requirements
13:06–14:00	Workshop: Designing a voice-of-the-customer programme

Day 3: Service Quality Gaps and Journeys

09:00–09:54	Service quality gap model
09:54–10:48	Customer journey mapping and touchpoint analysis
10:48–11:00	Service standards and service-level agreements
11:00–11:30	**Coffee break**
11:30–12:12	Service standards and service-level agreements (continued)
12:12–13:06	Front-line empowerment
13:06–14:00	Exercise: Mapping a customer journey

Day 4: Complaints and Service Recovery

09:00–09:54	Complaint management processes
09:54–10:48	Root cause analysis of complaints
10:48–11:00	Service recovery principles
11:00–11:30	**Coffee break**
11:30–12:12	Service recovery principles (continued)
12:12–13:06	Turning complaints into improvements
13:06–14:00	Simulation: Handling complaint scenarios

Day 5: Building a Customer-Centric Quality System

09:00–09:54	Linking customer metrics to quality KPIs
09:54–10:48	Integrating customer focus into the quality management system
10:48–11:00	Engaging leaders and employees



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11:00–11:30	**Coffee break**
11:30–12:12	Engaging leaders and employees (continued)
12:12–13:06	Continuous improvement cycles
13:06–14:00	Capstone: Customer-centric quality improvement plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (GBP)
Dubai Confirmed dates	9 Nov 2026	13 Nov 2026	**£3,150.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**£1,250.-**
Frankfurt Confirmed dates	23 Nov 2026	27 Nov 2026	**£2,650.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**£1,250.-**
Vienna Confirmed dates	30 Nov 2026	4 Dec 2026	**£2,940.-**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**£1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Kuala Lumpur Confirmed dates	7 Dec 2026	11 Dec 2026	**£1,450.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**£1,250.-**
Paris Confirmed dates	14 Dec 2026	18 Dec 2026	**£2,860.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**£1,250.-**
Istanbul Confirmed dates	11 Jan 2027	15 Jan 2027	**£2,650.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**£1,250.-**
Amsterdam Confirmed dates	25 Jan 2027	29 Jan 2027	**£2,540.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**£1,250.-**
Singapore Confirmed dates	8 Feb 2027	12 Feb 2027	**£2,820.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**£1,250.–**
London Confirmed dates	22 Feb 2027	26 Feb 2027	**£2,450.–**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**£1,250.–**
Rome Confirmed dates	1 Mar 2027	5 Mar 2027	**£2,450.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**£1,250.–**
Dubai Confirmed dates	8 Mar 2027	12 Mar 2027	**£3,150.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**£1,250.–**
Frankfurt Confirmed dates	22 Mar 2027	26 Mar 2027	**£2,650.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**£1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Kuala Lumpur Confirmed dates	12 Apr 2027	16 Apr 2027	**£1,450.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**£1,250.-**
Cape Town Confirmed dates	19 Apr 2027	23 Apr 2027	**£1,890.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**£1,250.-**
Paris Confirmed dates	26 Apr 2027	30 Apr 2027	**£2,860.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**£1,250.-**
Istanbul Confirmed dates	10 May 2027	14 May 2027	**£2,650.-**
Online Confirmed dates	10 May 2027	14 May 2027	**£1,250.-**
Amsterdam Confirmed dates	24 May 2027	28 May 2027	**£2,540.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	24 May 2027	28 May 2027	**£1,250.–**
Singapore Confirmed dates	14 Jun 2027	18 Jun 2027	**£2,820.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**£1,250.–**
London Confirmed dates	21 Jun 2027	25 Jun 2027	**£2,450.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,250.–**
Cape Town Confirmed dates	28 Jun 2027	2 Jul 2027	**£1,890.–**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**£1,250.–**
Dubai Confirmed dates	12 Jul 2027	16 Jul 2027	**£3,150.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Frankfurt Confirmed dates	26 Jul 2027	30 Jul 2027	**£2,650.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	9 Aug 2027	13 Aug 2027	**£1,450.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**£1,250.-**
Paris Confirmed dates	23 Aug 2027	27 Aug 2027	**£2,860.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**£1,250.-**
Barcelona Confirmed dates	30 Aug 2027	3 Sept 2027	**£2,840.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**£1,250.-**
Istanbul Confirmed dates	13 Sept 2027	17 Sept 2027	**£2,650.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**£1,250.-**
Amsterdam Confirmed dates	20 Sept 2027	24 Sept 2027	**£2,540.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**£1,250.-**
Singapore Confirmed dates	11 Oct 2027	15 Oct 2027	**£2,820.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**£1,250.-**
Rome Confirmed dates	18 Oct 2027	22 Oct 2027	**£2,450.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**£1,250.-**
London Confirmed dates	25 Oct 2027	29 Oct 2027	**£2,450.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**£1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Dubai Confirmed dates	8 Nov 2027	12 Nov 2027	**£3,150.–**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**£1,250.–**
Frankfurt Confirmed dates	22 Nov 2027	26 Nov 2027	**£2,650.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	6 Dec 2027	10 Dec 2027	**£1,450.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**£1,250.–**
Paris Confirmed dates	13 Dec 2027	17 Dec 2027	**£2,860.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**£1,250.–**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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