



London TDM

# Quality and Productivity Improvement Training Courses

**Course Venue:** United Arab Emirates - Dubai

**Course Date:** From 19 October 2025 To 23 October 2025

**Course Place:** Downtown Dubai

**Course Fees:** 5,000 USD

## Introduction

In today's competitive business environment, understanding and utilizing the metrics of quality and customer satisfaction are key for achieving sustainable growth and success. This course is designed to equip professionals with the necessary skills and knowledge to measure, analyze, and improve quality and customer satisfaction in their organizations effectively.

## Objectives

- Understand the principles of quality management and customer satisfaction.
- Learn different metrics and tools used for measuring quality and customer satisfaction.
- Analyze and interpret quality and customer satisfaction data.
- Implement strategies to improve quality and customer satisfaction metrics.
- Develop a continuous improvement plan based on quality and customer satisfaction feedback.

## Course Outlines

### Day 1: Introduction to Quality Management and Customer Satisfaction

- Overview of quality management principles
- The importance of customer satisfaction in business success
- Key concepts and terminology
- Historical evolution of quality and customer satisfaction concepts
- Case studies on successful quality management

### Day 2: Metrics for Measuring Quality

- Understanding different quality metrics and indicators
- Tools for quality measurement and analysis
- The role of ISO standards in quality measurement
- Data collection techniques for quality assessment
- Real-world applications and case studies

### Day 3: Metrics for Measuring Customer Satisfaction

- Defining customer satisfaction and loyalty
- Exploring customer satisfaction metrics and surveys
- Analyzing customer feedback effectively
- Utilizing technology to measure customer satisfaction
- Best practices in customer service management

### Day 4: Analyzing and Interpreting Metrics

- Advanced data analysis techniques
- Interpreting and presenting quality data
- Identifying trends and patterns in customer feedback
- Benchmarking against industry standards
- Utilizing data for strategic decision-making

## **Day 5: Implementing Improvements and Developing a Continuous Improvement Plan**

- Developing action plans based on data analysis
- Strategies for continuous quality improvement
- Creating a culture of quality and customer satisfaction
- Change management and stakeholder engagement
- Evaluating the impact of improvement initiatives