London TDM

Quality and Productivity Improvement Training Courses

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 26 October 2025 To 30 October 2025

Course Place: Royale Chullan Hotel

Course Fees: 6,000 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