Customer-Centric Quality Excellence for Service Industries Training Course

09 - 13 Aug 2026

Dubai

4500 € (Per Person)

Ref: #QUA4072_115620

Course Introduction / Overview:

In the service industry, quality is not just about a flawless product, but about every interaction a customer has with your organization. This training course is designed to provide service professionals, managers, and business leaders with frameworks and practical skills to create a customer-centric culture that delivers exceptional experiences. It goes beyond a simple focus on customer service to explore the strategic principles and systemic processes that drive service quality excellence. We will explore how to map customer journeys, identify key moments of truth, and implement a continuous improvement loop that ensures every interaction is a positive one. The curriculum is informed by the foundational work of global academics like A. Parasuraman, whose research on service quality models has shaped how organizations measure and improve customer satisfaction. His Seroquel model provides a valuable lens for thinking about the gaps between what customers expect and what they receive. This program provides a clear blueprint for turning a potential source of customer frustration into a powerful engine for brand loyalty and business growth. BIG BEN Training Center is committed to empowering service professionals to exceed expectations.

Target Audience / This training course is suitable for:

- Service managers and supervisors.
- Customer service representatives.
- Team leaders.
- Operations managers.
- Quality assurance professionals.
- Strategic planners.
- Public relations and communications staff.

Target Sectors and Industries:

- Hospitality and tourism.
- Financial services.
- Healthcare and patient care.
- Retail and e-commerce.
- Telecommunications.
- Consulting and professional services.
- Government agencies and public services.

Target Organizations Departments:

- Customer Service.
- Operations.
- Sales and Marketing.
- Quality Assurance.
- Human Resources.
- Corporate Strategy.
- Service Delivery.

Course Offerings:

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

- Map the customer journey and identify key touchpoints.
- Develop a service quality measurement system.
- Implement a continuous improvement process for service delivery.
- Use data to understand customer feedback and sentiment.
- Train and empower front-line staff to deliver exceptional service.
- Manage and resolve service failures effectively.
- Create a customer-centric culture in their organization.
- Develop a personal action plan for service leadership.

Course Methodology:

This training course uses a highly interactive and case-based methodology to ensure participants gain actionable skills in service quality management. The program incorporates detailed case studies of companies that have successfully used a customer-centric approach to gain a competitive advantage, as well as those that have failed due to a lack of focus on customer experience. We will use interactive workshops and role-playing exercises to practice critical skills like handling a difficult customer complaint, mapping a service process, and conducting a service quality audit. The course includes a hands-on group project where participants will work together to create a full-service improvement plan for a fictional service organization. BIG BEN Training Center believes that hands-on training is essential for mastering these new ways of working. Our expert facilitators will guide discussions and provide personalized feedback, ensuring that participants leave with the confidence and practical experience needed to lead a more customer-focused organization.

Course Agenda (Course Units):

Unit One: The Foundation of Service Quality

- The unique characteristics of service excellence.
- Understanding the customer journey.
- Defining moments of truth.
- The gaps model of service quality.
- Building a customer-centric culture.

Unit Two: Measuring and Managing Service Quality

- Developing a service quality measurement system.
- Collecting and analyzing customer feedback.
- Introduction to data-driven decision-making.
- Using metrics to drive performance.
- Benchmarking against best practices.

Unit Three: Service Design and Process Improvement

- Mapping service processes.
- Identifying and eliminating waste.
- Introduction to Lean principles for services.
- Designing seamless and efficient service experience.
- Proactive problem-solving.

Unit Four: The Human Element of Service Excellence

- The role of front-line employees.
- Empowerment and motivation.
- Managing service failures and recovery.
- Handling customer complaints effectively.
- Building a culture of empathy.

Unit Five: The Future of Service Quality

- The role of technology in service delivery.
- Personalization and anticipating needs.
- Ethical considerations in service design.
- Building brand loyalty through service.
- Developing a personal action plan for a leader.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can organizations, which are often focused on short-term profits, make long-term, systemic investments in a customer-centric culture that are essential for sustained brand loyalty?

What unique qualities does this course offer compared to other courses?

This training course is a highly specialized program that focuses on the critical, yet often overlooked, application of quality principles to the service industry, which sets it apart from traditional quality management courses. We go beyond a simple focus on tools to provide a holistic framework for transforming service delivery from a reactive process into a strategic asset. Our curriculum is tailored to address the specific needs of service professionals, providing them with frameworks to navigate the unique challenges of managing intangible products and human interactions. The course distinguishes itself by emphasizing not only the technical skills needed to analyze data but also the strategic and leadership skills required to build a culture of customer-centric excellence. By focusing on both the practical and the systemic aspects of service quality, this program provides an invaluable skill set that is essential for any professional committed to a career in the service industry.