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COURSE BROCHURE

# Advanced Service Quality Measurement and Customer Satisfaction Auditing Course

15 – 26 November 2026
Muscat

**jupiterprime.uk**
info@jupiterprime.uk
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# Advanced Service Quality Measurement and Customer Satisfaction Auditing Course

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Service Quality Measurement and Customer Satisfaction Auditing is a 2-week training course for quality managers, service quality analysts and customer satisfaction leads, who leave with a Service Quality Audit and Improvement Plan for one service line. Satisfaction scores now reach boards and contracts, yet many organisations cannot say which service gap drives them. Jupiter Prime Training delivers Service Quality Measurement and Customer Satisfaction Auditing for those who own these measures.

## Why Service Quality Measurement and Customer Satisfaction Auditing Matters Now

Three pressures shape this field today: customers who rate every interaction across several channels, contract owners who tie service level agreements to penalties and renewals, and executives who expect satisfaction figures to explain revenue and churn. Organisations that measure well find the gap behind a falling score; those that measure badly chase averages and disputed targets. The course rests on the SERVQUAL gap model, the Customer Satisfaction Score CSAT, Net Promoter Score NPS and Customer Effort Score CES, ISO 10002 guidance on complaints handling and ISO 18295-1 requirements for customer contact centres.

## Who Gains Most from Service Quality Measurement and Customer Satisfaction Auditing

- Quality managers who set service standards, audit criteria and corrective action routines
- Service quality analysts who design surveys, clean response data and report trends
- Customer satisfaction leads who own CSAT, NPS and effort targets across channels
- Contract and vendor managers who negotiate and monitor service level agreements
- Contact centre quality leads who score interactions and calibrate evaluators

Quality functions that send a quality manager with a service quality analyst gain most, because audit findings and survey evidence are then read against the same gap model.

## Service Quality Measurement and Customer Satisfaction Auditing Capabilities

Participants practise turning expectation and perception evidence into audit findings that point to a specific gap and a corrective action owner.

- Apply the SERVQUAL gap model to locate where expectations and delivery part company — service owners
- Design satisfaction questionnaires that limit bias, fatigue and leading wording — research sponsors
- Calculate CSAT, NPS and CES with confidence intervals and segment splits — executive scorecards
- Specify service level agreements with measurable, auditable targets — contract owners
- Test root causes of dissatisfaction with fishbone and Pareto evidence — corrective action boards
- Build a service quality audit cycle that feeds Plan-Do-Check-Act improvement — quality steering groups

## Key Service Quality Measurement and Customer Satisfaction Auditing Terms

- SERVQUAL — a model that measures service quality as the gap between customer expectations and perceptions across five dimensions.
- Reliability dimension — the ability to deliver the promised service dependably and accurately, usually the strongest driver of perceived quality.
- Net Promoter Score NPS — the percentage of promoters minus the percentage of detractors, based on likelihood to recommend.
- Customer Effort Score CES — a rating of how easy customers found it to get a request or problem resolved.
- Service level agreement SLA — a documented target for service performance, with measurement method, reporting cycle and consequences.
- Service quality audit — a planned, evidence-based check of service delivery against stated standards, procedures and customer requirements.

## Service Quality Measurement and Customer Satisfaction Auditing Day by Day

### Day 1: Service Quality in Context

- Service Characteristics — Intangibility, Variability and Their Measurement Challenges
- Expectation Formation — Word of Mouth, Past Experience and Promises
- Quality Cost Model — Prevention, Appraisal and Failure Costs in Service
- Measurement Maturity Assessment — Current Surveys, Metrics and Reporting Gaps
- Stakeholder Map for Service Quality — Customers, Contract Owners and Executives

### Day 2: The SERVQUAL Gap Model

- Five Service Quality Gaps — Knowledge, Standards, Delivery, Communication and Perception
- Five SERVQUAL Dimensions — Reliability, Responsiveness, Assurance, Empathy, Tangibles
- Expectation and Perception Scales — Paired Item Construction and Scoring
- Importance Weighting — Which Dimensions Drive Overall Judgement
- Gap Diagnosis Exercise — Tracing a Falling Score to Its Gap

## Day 3: Satisfaction Survey Design

- Survey Objectives and Hypotheses — Decisions the Results Must Inform
- Question Wording and Scale Choice — Avoiding Leading and Double Questions
- Sampling Frames and Response Rates — Representative Voices Across Channels
- Transactional Versus Relationship Surveys — Timing and Trigger Points
- Survey Fatigue Controls — Frequency Caps and Questionnaire Length

## Day 4: Satisfaction Metrics and Analysis

- CSAT, NPS and CES Calculation — Strengths and Blind Spots of Each
- Confidence Intervals and Margins of Error — Reading Small Samples Safely
- Driver Analysis With Correlation — Linking Attributes to Overall Satisfaction
- Verbatim Coding and Text Themes — Structuring Open Comments
- Segment and Channel Comparison — Spotting Hidden Pockets of Dissatisfaction

## Day 5: Service Level Agreements

- SLA Structure — Scope, Targets, Measurement Method and Exclusions
- Internal Operating Level Agreements — Supporting Teams Behind the SLA
- SLA Target Setting — Balancing Customer Expectation and Capacity
- Service Credits and Penalties — Consequences That Change Behaviour
- SLA Reporting Packs — Trend, Breach and Exception Views

## Day 6: Complaints and Contact Centre Evidence

- ISO 10002 Complaints Guidance — Complaint Data as Quality Evidence
- ISO 18295-1 Requirements — Contact Centre Service Expectations
- Interaction Quality Scoring Forms — Weighted Criteria and Critical Errors
- Evaluator Calibration Sessions — Consistent Scores Across Reviewers
- Mystery Shopping Design — Scenarios, Scoring and Observer Briefing

## Day 7: Root Cause Analysis of Dissatisfaction

- Fishbone Diagrams — People, Process, Policy and System Causes
- Five Whys Technique — Moving Past Symptoms to Causes
- Pareto Analysis — Concentrating Effort on the Vital Few Causes
- Process Mapping of Failure Points — Handoffs and Waiting Steps
- Cause Verification With Data — Testing Hypotheses Before Acting

## Day 8: Service Quality Audits

- Audit Planning and Scope — Service Lines, Criteria and Sampling
- Audit Checklists and Evidence Rules — Observation, Records and Interviews
- Nonconformity Grading — Major, Minor and Observation Findings
- Audit Reporting — Findings, Evidence and Agreed Corrective Actions
- Corrective Action Follow-Up — Verifying Effectiveness and Closure

## Day 9: Continuous Improvement and Reporting

- Plan-Do-Check-Act Cycle — Structuring Service Improvement Trials
- Control Charts for Service Measures — Separating Signal From Noise
- Service Quality Scorecard Design — Leading and Lagging Indicators
- Closed-Loop Feedback — Telling Customers What Changed
- Sector Cases — Hospital Outpatient Services and Telecom Support Lines

## Day 10: Practising the Service Quality Audit and Improvement Plan

- Gap Profile Build — Applying Day 2 SERVQUAL Scales to One Service
- Survey Instrument Review — Testing the Day 3 Questionnaire With Peers
- Root Cause Brief — Day 7 Fishbone and Pareto Evidence
- Audit Schedule Draft — Day 8 Scope, Criteria and Sampling
- Service Quality Audit and Improvement Plan — Gaps, Measures, Audits and Actions

## Applying Service Quality Measurement and Customer Satisfaction Auditing After the Course

- Run a SERVQUAL expectation and perception survey on one service line and present the largest gap with its likely root cause.
- Conduct a pilot service quality audit against current SLA targets and agree corrective actions with named owners and closure dates.

## Service Quality Measurement and Customer Satisfaction Auditing Questions FAQ

### What is service quality measurement and customer satisfaction auditing, and why does it matter now?

It is the disciplined measurement of service against customer expectations, followed by audits that confirm causes and corrective actions. It matters now because satisfaction scores drive contracts, renewals and board reporting, so an unexplained score is a business risk.

### Which roles gain most from service quality measurement and customer satisfaction auditing training?

Quality managers, service quality analysts and customer satisfaction leads gain most. Contract managers and contact centre quality leads also benefit, since SLA targets and interaction scoring depend on sound measurement and audit evidence.

### How does service quality measurement and customer satisfaction auditing differ from a customer service excellence course?

It focuses on measuring, diagnosing and auditing service rather than delivering it. A service excellence course builds frontline behaviour; here you design surveys, apply the SERVQUAL gap model, set SLAs, analyse root causes and run audits.

## What do you bring back from service quality measurement and customer satisfaction auditing training?

You bring back an audit and improvement plan for one service line. It holds a SERVQUAL gap profile, a reviewed survey instrument, root cause evidence, an audit schedule and corrective actions with owners.

## Service Quality Measurement and Customer Satisfaction Auditing: The Way Forward

The Service Quality Audit and Improvement Plan first informs which service gap receives corrective effort and which audit runs next. Quality managers, analysts and satisfaction leads use it to align surveys, SLA reporting and audits. After its first cycle, revisit the expectation scales, because customer expectations shift as the service improves and yesterday's gap may close while a new one opens.