



QUALITY AND PRODUCTIVITY | QP-011

Quality Management in Service Organisations

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Course content

Why Attend

Service quality is harder to define and measure than product quality because services are intangible, produced and consumed simultaneously, and heavily dependent on people. Yet customers judge organisations by the quality of every interaction.

This Aractech course applies quality management principles to service organisations such as banks, hospitals, hotels, government services and utilities. Topics include service quality dimensions, service design, standards and SLAs, front-line empowerment, measurement, complaint management and continuous improvement.

Course Methodology

- Service case studies
- Service blueprinting
- Measurement exercises
- Role plays
- Improvement planning

Course Objectives

- Understand service quality characteristics and dimensions
- Design services and service standards
- Measure service quality and customer satisfaction
- Empower front-line employees
- Manage complaints and service recovery
- Implement continuous improvement in services

Course content

Target Audience

- Quality managers in service organisations
- Customer service managers
- Operations managers
- Public sector service managers

Course outline

Detailed course outline

Day-by-day outline for Quality Management in Service Organisations.

Day 1 - Service Quality Concepts

- 09:00-09:39 | Characteristics of services
- 09:39-10:18 | Quality dimensions
- 10:18-10:57 | Customer expectations
- 10:57-11:00 | Service gaps
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Service gaps (continued)
- 12:05-12:43 | Cost of poor service
- 12:43-14:00 | Exercise: Service quality audit

Day 2 - Service Design

- 09:00-09:39 | Service blueprinting
- 09:39-10:18 | Standards and SLAs
- 10:18-11:00 | Process design
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Process design (continued)
- 12:05-12:43 | Technology in services
- 12:43-14:00 | Workshop: Service blueprint

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Day 3 - People and Service

- 09:00-09:45 | Front-line empowerment
- 09:45-10:30 | Training
- 10:30-11:00 | Service culture
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Service culture (continued)
- 11:45-12:30 | Recognition
- 12:30-14:00 | Role play: Service recovery

Day 4 - Measurement

- 09:00-09:45 | Customer satisfaction measurement
- 09:45-10:30 | Mystery shopping
- 10:30-11:00 | Service KPIs
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Service KPIs (continued)
- 11:45-12:30 | Dashboards
- 12:30-14:00 | Exercise: Service KPI design

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Day 5 - Improvement

- 09:00-09:39 | Complaint analysis
- 09:39-10:18 | Improvement methods
- 10:18-10:57 | Quality systems in services
- 10:57-11:00 | Sustaining improvement
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Sustaining improvement (continued)
- 12:05-13:22 | Case study: Service turnaround
- 13:22-14:00 | Capstone: Service quality plan

Seminar dates

Available seminar dates

Live dates and pricing for Quality Management in Service Organisations generated from the course details page.

Date	Location	Format	Fee
16 - 20 November 2026	Amsterdam	Classroom	€2,830
7 - 11 December 2026	London	Classroom	€2,315
21 - 25 December 2026	Munich	Classroom	€3,225
11 - 15 January 2027	London	Classroom	€2,315
8 - 12 February 2027	Amsterdam	Classroom	€2,830
8 - 12 March 2027	Paris	Classroom	€3,825
12 - 16 April 2027	Cape Town	Classroom	€1,625
10 - 14 May 2027	Cape Town	Classroom	€1,625
14 - 18 June 2027	Barcelona	Classroom	€2,815
12 - 16 July 2027	Amsterdam	Classroom	€2,830

Seminar dates

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Date	Location	Format	Fee
9 - 13 August 2027	London	Classroom	€2,315
13 - 17 September 2027	Munich	Classroom	€3,225
11 - 15 October 2027	London	Classroom	€2,315
8 - 12 November 2027	Amsterdam	Classroom	€2,830
13 - 17 December 2027	Paris	Classroom	€3,825
16 - 20 November 2026	Online / Live	Online / Live	€1,815
7 - 11 December 2026	Online / Live	Online / Live	€1,815
21 - 25 December 2026	Online / Live	Online / Live	€1,815
11 - 15 January 2027	Online / Live	Online / Live	€1,815
8 - 12 February 2027	Online / Live	Online / Live	€1,815

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12 - 16 April 2027	Online / Live	Online / Live	€1,815
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